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**DETERMINE YOUR FINANCING**

Determine the types of financing that you are willing to consider, such as, *FHA, VA, Seller Carryback First Loan, Conventional Loan with Seller, Carryback Second Loan* and *"Wrap Around" Loan*.

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**NEGOTIATE THE FINAL TERMS OF SALE**

Negotiate with buyers all final terms of the sale including price, financing, inspections, date of closing, date of possession and other pertinent considerations.

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**PLAN A FINAL WALKTHROUGH**

Plan a final walkthrough with the buyer before the settlement process is complete in order to resolve any disputes. Have a witness present.

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**LOCATE AND NEGOTIATE YOUR NEW HOME**

While you are marketing your current property, locate and negotiate to purchase your next home. Try to schedule both transactions so that they close simultaneously.



**I'M HERE FOR YOU!**

Many people are very comfortable in the role of "For Sale By Owner." You may find that you are one of those people. Whether you choose to sell your property alone or prefer to work with a real estate sales professional, I will be happy to help you at any stage of your homeselling process. Don't hesitate to contact me... even if you just have questions.

**Gayle Dolle**

REALTOR

gdolle@bhhslovejoy.com

(608) 385-0939

Text BHHS383605 to 87778 to download a mobile app and start your home search



**BERKSHIRE HATHAWAY**  
HomeServices  
Lovejoy Realty

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# 20 Steps to Selling your Own Home





The real estate commission earned by a real estate professional on the sale of your property can be a considerable sum of money. And we know that you'll agree it's tempting to try to save that commission by selling your own property yourself.


So, if you decide to market your own property, we invite you to consider the following steps that you must take in order to save the real estate commission.





**BERKSHIRE HATHAWAY**  
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1  **CONDUCT YOUR OWN MINI--WALKTHROUGH**  
Give your place the once-over. Make notes of all items that need repair or improvement.


2  **MAKE ALL NECESSARY REPAIRS**  
Make all necessary repairs and improvements before you begin to advertise your property.

3  **DO YOUR RESEARCH**  
Research pricing and terms of sales in today's market. Investigate prices in your area. Use that information to establish a realistic price for your property.


4  **DETERMINE YOUR FINANCIAL ALTERNATIVES**  
Meet with local lenders and determine financing alternatives for prospective buyers.


5  **MARKET YOUR HOME**  
Investigate rates and deadlines for online sites, newspapers and home magazines, etc. that will best advertise your property.


6  **ESTABLISH A BUDGET**  
Establish an advertising budget. Prepare a contingency advertising budget in case your home does not sell as quickly as you anticipate.


7  **PREPARE A PROFESSIONAL AD**  
Prepare professional, compelling ads that will attract buyers. Place them in the appropriate publications. Upload materials to online sites.


8  **TARGET OUT-OF-TOWN BUYERS**  
Prepare a plan to reach out-of-town buyers. They can account for a major portion of today's home purchasers.


9  **PURCHASE AN OUTDOOR YARD SIGN**  
Purchase an attractive, weatherproof yard sign and install it in the front of your property.


10  **PREPARE A FACT SHEET**  
Prepare a fact sheet outlining specific features of your home and the corresponding benefits to prospective purchasers.


11  **SCHEDULE OPEN HOUSES**  
Schedule open houses on weekdays as well as weekends. Make your property more inviting with freshly cut flowers, scented candles and the aroma of freshly baked bread or cookies.

12  **ADVERTISE YOUR OPEN HOUSE**  
Purchase "open house" signs and position them in areas along main thoroughfares, through local neighborhoods and on your property. Be sure to remove them after each open house.

13  **ALWAYS BE AVAILABLE**  
Be available to walk through the property with prospective buyers to answer questions and offer information about local schools, parks, shopping, etc.

14  **RESPOND PROMPTLY TO INQUIRIES**  
Respond in a timely manner. Learn how to separate "lookers" from qualified buyers. Ask for names and phone numbers and be sure to follow up.

15  **BE PREPARED TO NEGOTIATE**  
Be prepared to deal with buyers as though you are an impartial third party. Remain calm and refrain from emotional outbursts.

16  **GATHER ALL THE PROPER FORMS**  
Obtain all forms necessary for the legal sale of real estate property including *Deposit Receipt and Offer To Purchase*, *Buyer's Cost Sheet* and *Seller's Disclosure Form*.