

FOR SALE BY OWNER GUIDE

YOUR GUIDE TO SELLING YOUR
HOME FOR TOP DOLLAR



PRESENTED BY YOUR LOCAL REALTOR:

Julie E. Chavez

YOUR LOCAL AGENT



"A man who says it can't be done shouldn't interrupt a man doing it." That's both a Chinese proverb and my approach to challenges. Enthusiasm, high ethical standards, dedication, and a relentless work ethic are among the qualities I bring to the table - every time. I recognize and value the trust my clients place in me and strive to exceed their expectations every day.

As a Tri-City native, I have intimate knowledge of the area and a strong desire to share the very best of this amazing community and help make my home, your home. I specialize in residential real estate, relocation, construction, luxury properties and have extensive experience in contract negotiations and marketing.

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REAL ESTATE AGENT



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THE PATH TO #SOLD

What the average selling experience is for home owners.
Listing your home on your own or with a Realtor may
make a difference in the process.

01 Interview

We'll meet and go over your selling needs.

02 Pricing

We'll establish the best value for your home.

03 Staging

We'll get your home looking its best for the market.

04 Photographs

We'll have your home professionally photographed for online marketing.

05 MLS

Your home will reach thousands of local buyers using our MLS.

06 Marketing

We'll use social media marketing to reach thousands of buyers.

07 Offer

Once we receive offers, we'll help you choose the best one.

08 Under Contract

After you accept an offer, we'll go under contract and start paperwork.

09 Negotiations

We will then negotiate and repair requests made by buyers.

10 Closing

The most exciting step - getting to the closing table!

PREPARING YOUR HOME

Preparing your home to go on the market may seem like a daunting task. It's important to get your home cleaned and decluttered before you get it listed. The first impression is the best impression.

If you miss out on hundreds of local buyers that see your home the first time around in poor condition, that's a missed opportunity for a sale.

To increase your chances of a sale and getting the most value out of your home, you'll need to properly prepare your home.

If your home sits on the market for an extended period of time, it will raise red flags for potential buyers.

They may start thinking to themselves:

- What's wrong with the condition of the home that no one wants it.
- Perhaps it is way overpriced.
- Maybe it is a fixer upper that needs a ton of work.

Review the following checklist on the next page and let's ensure your home is on the market properly.



HOME CHECKLIST

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DECLUTTER & CLEAN YOUR HOME

We highly recommend hiring a professional cleaning company to give your home a thorough cleaning. Don't forget to store away non-essentials.

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A HOME INSPECTION COULD COME IN HANDY

Having a home inspection isn't necessary but it can help you pinpoint issues that will come up while the home is under contract and give you ample opportunity to make repairs. It allows you not to be blindsided by hidden issues.

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MAKE REPAIRS AROUND THE HOME

Making repairs around the home is just as important as cleaning and decluttering it. Fix holes in walls, add new carpet if necessary, etc.

☐

NEUTRAL TONES APPEAL TO MORE BUYERS

Repaint bold house colors with neutral options. Consider removing any personal or bold photos. Allow the buyers to envision the home in their own way.

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REMOVE BAD ODORS

Bad odors are an instant turn off. Make sure there are no foul odors from leftover foods, the trash can, or any pets.

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CURB APPEAL IS IMPORTANT

Don't forget to give the outside a good power wash and clean up around your yards and gardens. Curb appeal is incredibly important.

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PROFESSIONAL PHOTOS MAKE A DIFFERENCE

Homes are worth hundreds of thousands of dollars and they deserve quality photography. If your home isn't professionally photographed and the listing photos look poor online, buyers won't even show up to tour the listing.

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GATHER IMPORTANT DOCUMENTS

From warranties for appliances to any deeds or surveys, gather any relevant documents for your home to pass on to the future buyer.

PRICING YOUR HOME

Selling your home at the right price is the key between it sitting on the market forever vs. selling. Don't assume listing your home higher could give you more room to negotiate. It will most likely just scare buyers off.



PRICING YOUR HOME:

It's important to price your home correctly the first time around:

- A properly listed home will virtually get more offers.
- Buyers are going to look in a price point they qualify in. If your home is overpriced, most won't even consider looking at your home.
- Your home, when priced correctly, may get into a multiple offer situation that raises the price instead of getting lower offers.

YOUR HOME'S VALUE:

What determines your home's resale value:

- Recent sales of similar homes in or around your neighborhood.
- The home's condition. This is why it's important to make repairs and clean.
- Whether you're in a buyer or seller's market.
- How much competition there is in your market.
- Any features or upgrades you have made to your home.

WHAT DOESN'T DETERMINE VALUE:

These are the factors that don't determine the value of your home:

- How much you paid when you bought your home.
- Any renovations or additions that may not carry as much value.
- How much cash you'd like to make at the end of the sale.

Your home is worth what the current market conditions dictate.

COMPARABLE LISTINGS

UNDERSTANDING YOUR HOME'S VALUE

The best method to determining your home's value is taking a look at similar homes that have recently sold in your local area. Looking at what homes are currently listed at can be beneficial, but it's the recently sold homes that really give an accurate portrayal of what house prices are actually closing at.

DETERMINING YOUR PROPERTY PRICE

Bear in mind some of the features of your home that will make a difference in your home's pricing vs. a comparable one that sold in your area:

- The neighborhood and location.
- Using sold listings that are far away may not determine your home's value.
- Price based on the square footage of your home.
- How many bedrooms and bathrooms there are.
- How many acres you sit on the usability of the property.
- Any differences in upgrades or renovations.
- The listing price can vary from the actual sales price.
- How many days did the house sit on the market.

KEEP IN MIND:

The #1 reason most For Sale by Owner homes don't sell is based on pricing. A real estate agent wants your home to sell for top dollar, but that value is determined by what the market dictates. Increase your chances of the sale of your home by keeping a realistic approach to determining its current market value.

PHOTO PREP CHECKLIST

Make sure the home is cleaned and clutter is picked up and stored away.

Open blinds and curtains to let in natural light. Be sure they are aligned evenly.

Turn on overhead lights and lamps in dark rooms. Be sure to replaced burned out bulbs.

Be sure all toilet seat lids are put down.

Clean windows, shower glass, and mirrors.

Remove any clutter from countertops.

Turn ceiling fans off. They create distracting motion in photos.

Make sure your pets and pet supplies aren't in any photos.

Make sure there are no people in the photos.

Clean up the front porch and yard and garden.

Remove personal and bold photos.

Have your photography capture unique features of your home that add value.



FSBOs accounted for 7%
of home sales in 2021.

The typical FSBO home
sold for \$260,000
compared to \$318,000
when listing a home with
a real estate agent.

SOURCE: 2021 NATIONAL ASSOCIATION OF REALTORS®
PROFILE OF HOME BUYERS AND SELLERS

I'M ALWAYS HERE TO HELP



Julie E. Chávez

I hope you've found this guide helpful during the selling process! If you have any questions or concerns, please don't hesitate to reach out. If you decide to list your home with a real estate agent, I'd love to go over your needs and get your home on the market and get it sold quickly and for top dollar.

Feel free to reach out to me anytime!



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