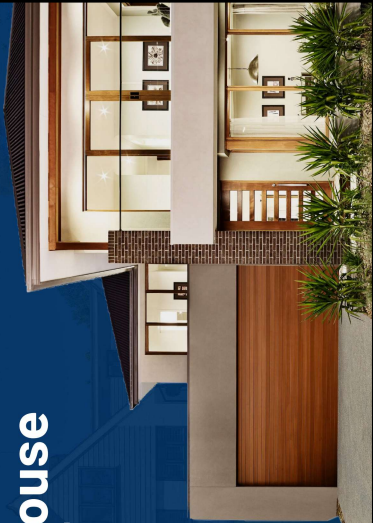




# Sell Your House YOURSELF

Created By: Tanisha-Nicole Perona



## About Me

Tanisha-Nicole Perona, Realtor® and Associate Broker with Keller Williams Leading Edge, and team leader for the RW Group. I've been in the industry since 2013, working under several larger broker umbrellas, as well as appraisal firms. I am a local Rhode Islander and have a varied background. I am a Marine Corps War Veteran and before real estate I have owned and operated a small business and worked in construction. My real estate career is also diverse from rental associate, property manager of over 300 units, realtor, appraisal apprentice, transaction coordinator, and Associate Broker & Team

### Why do this?

- I truly enjoy helping sellers & buyers achieve their goals
- Sellers work hard for their equity - they deserve it
- I ain't scared!

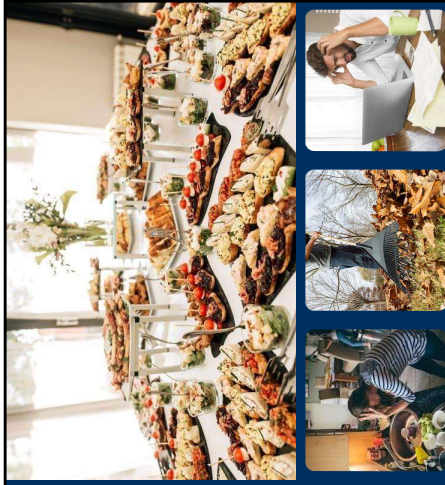
### What do I get?

1. Allow me to stay "top of mind"
2. Referrals
3. Consider my resources

TANISHA-NICOLE

## Realtor vs. FSBO


- Wedding Planner vs DIY
- Catering vs Cooking
- Landscaper vs Gardening
- Accountant vs DIY



## Why Sellers Use Realtors




As you will learn in this webinar, selling a property, FOR TOP DOLLAR, is not quick & easy. You may just simply not want the hassle and responsibility of the task.



Even if you are familiar with real estate transactions, like investors, flippers, and landlords, you just don't have enough time. Investors use realtors often to save time.



There are also those who may have the time to execute a real estate transaction, but they DON'T have the time to research how to accomplish this task effectively and ensure they get TOP DOLLAR.



Going through a divorce or losing a loved one is hard enough. Often, sellers find it easier to have a realtor to facilitate and communicate with all parties to ensure the transaction stays on track.

# What does a realtor have that you don't?



**Expectations**  
 For a realtor, a transaction is common place. We do it everyday...all day! We know what to expect, how a transaction should proceed, and how to execute it successfully and in timely.

**Experience**  
 Every transaction is different. Realtors understand the industry and laws to know how to quickly pivot and successfully navigate any hicups or roadblocks that can (and will) pop up in a transaction.

**Deep Bench**  
 Because realtors do this everyday, they have created business relationships with other professionals. That most FSBOs won't have. These relationships help keep the transaction on track when complications arise.

**You ready?**  
 One webinar is not going to be able to tell you everything you need to know. BUT...it can address basic topics, dig deeper into those topics, and tell you where to go from here.

**RESEARCH + INDIVIDUAL INFORMATION = SUCCESS**

# Sell for top \$\$

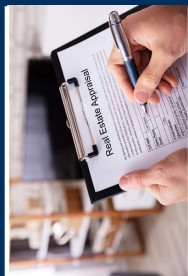
On average, FSBO homes sell for up to 26% less than agent-assisted transactions.

# Why

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# Appraisal vs Comparables vs Market Value



## Appraisal

An appraisal is not FACT but that appraisers opinion. Each appraisal could be different and they DO NOT determine market value. Appraisals are only KING with the finance company who ordered the report.



## Comps (CMA)

There are two types of Comparable Market Analysis (CMA or Comps).  
 1) Auto-generated = Zestimates  
 2) Adjusted Comparable Report = report that is analyzed by a professional who knows the properties and the neighborhoods.



## Market Value

This is the actual price sellers will pay for a property. Appraisals and Comps are a snap shot in time, but the market can change quickly. Keep an eye on what is selling in your area, day by day. research property specs, research renovations and upgrades.

# Prepare Your Home



## Tidy Up

Curb appeal is HUGE. Remove all items from the lawn, broken items, old furniture, lawn mowers, etc. You want to keep your yard looking great at all times, not just for showings or open houses. Potential buyers will be able to make an instant judgment.



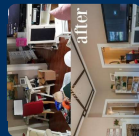
## Landscape

Keep lawn maintained. Ensure plants & shrubs are in good condition. Consider new landscaping, or at least mow and blow up all clippings regularly. Ensure the front of the house and entry are neat.



## Organize

Straighten up and organize shelves, drawers, and tool trunks. Remove any items that are not needed. Buyers will see the size, layout, and potential of the space.



## DeClutter

Decluttering your home is a MUST before showing. It will help the home look better, and help the buyer imagine themselves in the space, and could increase your home's perceived value.



## DePersonalize

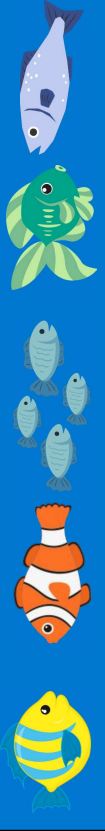
When showing your must also declutter. When the buyer sees your home, they will be looking for things that allow them to imagine themselves in the space. They need to be able to look past staging and see the beautiful home.

# Finding Your Buyers

Go fishing where the

National Association  
of Realtors  
STATISTICS

- Internet: 52%
- Real estate agent: 28%
- Friend, relative, or neighbor: 8%
- Home builder or their listing agent: 6%
- Yard sign/open house sign: 4%
- Directly from sellers/knew the sellers: 3%
- Print newspaper advertisement: less than 1%



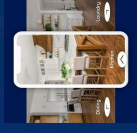
## Online Marketing



Professional  
Photography



Online Sales Pitch



3D Video  
Tour



Property Website &  
Domain

## Listing on MLS

Between internet leads and real estate agent leads, 80% of buyers come from MLS. It is crucial your property is listed with your local MLS.

01

Most, if not all property advertising sites pull all their information from the local MLS. Buyer's agents mostly use their MLS to create customized searches and find properties for their clients.

02

If your property is not listed on MLS, you would have to manually create and upload an ad to MANY different websites. Some will require a fee or a subscription. Buyer agents do not search those.

03

Only realtors can list properties on MLS. But no worries, you can have a realtor list your property on MLS as an "Empty Only" listing for a small service fee.

## Should you list on SOCIAL MEDIA

Using social media may be an effective way to reach a wider pool of potential buyers.

Website	Percentage of buyers who have looked
Zillow	69%
Realtor.com	54%
Trulia	33%
Redfin.com	27%
Facebook Marketplace	23%
Craigslist	20%
FSBO.com	12%
ISoldMyHouse.com	12%
Fizber.com	10%
Houzeo	9%
None of the above	6%

Source: 2022 Clever Real Estate survey

# Manage Showings



## Contact Info

Decide how you would like potential buyers to contact you. You can use your phone number, email address, or keep in mind, calls & emails may come in later after the sale is closed. Creating a separate email, Google Voice, or a voicemail service may help keep things better managed.



## Open Houses

With open houses, be prepared for walk-in visitors. If you thought of an open house, you may want to have a house or walk-through for the open house. For private showings, be as flexible as possible. The more property is shown to potential buyers,



## Managing Offers

Decide how you would like to receive offers and make a plan. You may want to use a service like Offerpad or Google or sign-in for buyers to fill out and submit. You can even secure a lockbox for the property. For more information, see the Offerpad agreement site such as Offer, Runway.

# Buyer Negotiations



NAR Class Action Lawsuit

Buyer's Agent Commission

Reviewing an Offer



# Legal Advocacy

FSBO sellers get sued more than any other group in real estate. Statistics show that 71% of all real estate litigation is a result of one party not having representation. In a FSBO transaction, that party is usually the seller.

01

## Retain

Retain a real estate attorney to protect your interests. They can draft contracts, help you review and understand contracts, and ensure there are no issues with your title. They also HOLD ESCROW.

02

## Required

Remember, since you are not represented by a realtor, it is your responsibility to know and execute all requirements the contract assigns to the seller, as well as, know what is not within your rights.

03

## Responsibility

Not only are you required to know all your responsibilities, you should also know the buyer's. If a buyer falls behind on even one clause, it could cause the deal to extend or fall apart. Both can cost money.

# Transaction Coordinator

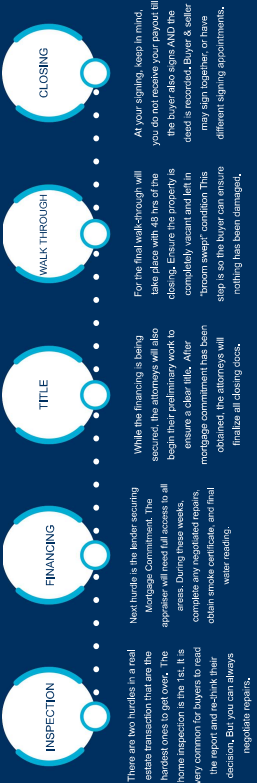
Might be what you need

An administrative assistant who ensures the transaction stays on track and alerts you if there are any red flags



# Contract to Close Stages

RI & CT have very different procedures than MA



**INSPECTION**  
There are two hurdles in a real estate transaction that are the hardest ones to get over. The home inspection is the 1st. It is very common for buyers to read the report and rethink their decision. But you can always negotiate repairs.

**FINANCING**  
Next hurdle is the lender securing Mortgage Commitment. The appraiser will need full access to all areas. During these weeks, complete any negotiated repairs, obtain smoke certificate, and final water reading.

**TITLE**  
While the financing is being secured, the attorneys will begin their preliminary work to ensure a clear title. After mortgage commitment has been obtained, the attorneys will finalize all closing docs.

**WALK THROUGH**  
For the final walk-through will take place with 48 hrs of the closing. Ensure the property is completely vacant and fill in "broom sweep" condition. This step is so the buyer can assure nothing has been damaged.

**CLOSING**  
At your signing, keep in mind, you do not receive your payout till the buyer also signs AND the deed is recorded. Buyer & seller may sign together or have different signing appointments.

# Biggest Challenges



Preparing

Paperwork

Pricing



# Resources to Help!

<p><b>Listing Service</b> This service keeps the most cash in your pocket. You provide us with the needed information for your listing, we provide our MLS and all necessities. You steer the ship and we provide the tools. There are several packages, so review and choose.</p>	<p><b>Transaction Coordination</b> Need a little more help? We got you! Our team of trained and expert coordinators will assist you with any additional support you may need along with a menu of additional and professional services that can be customized to meet your needs.</p>	<p><b>Agent Assistance</b> Prefer to have an agent manage your transaction? We would be honored to lend a hand. This is our most comprehensive service. The agent you choose will be assigned a licensed agent who will be the liaison between you and all parties, schedule appointments, and advise you in negotiating contract terms.</p>
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Savings = approx \$13k

Savings = approx \$11k

Savings = approx \$9k



# Thank You!

Contact Me  
Tanisha-Nicole Perona

401-484-0130  
Tanisha@RWDGrealty.com  
www.RWDGrealty.com  
14 Breakneck Hill Rd Lincoln, RI 02865



## Resources page

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RW Group Realty Flat Fee Service  
[www.RWGreatly.com](http://www.RWGreatly.com)

NAR For Sale By Owner Statistics  
[www.nar.realtor/research-and-statistics/quick-real-estate-statistics](http://www.nar.realtor/research-and-statistics/quick-real-estate-statistics)

Zillow For Sale By Owner Statistics  
[www.zillow.com/learn/for-sale-by-owner-vs-real-estate-agent/](http://www.zillow.com/learn/for-sale-by-owner-vs-real-estate-agent/)