

## TRICKS OF THE TRADE!

# AmeriSellRealty’s

### DO’S AND DON’TS THAT ARE A MUST KNOW FOR DOING THIS ON YOUR OWN!

1. **GET RID OF THE FOR SALE BY OWNER SIGN!** When you’re listed there are board rules. Those rules say you must use the real estate companies sign. More importantly though, if Realtor drives past your home they will not call as they do not know if you’ll pay them a commission! In addition, they may think that their client will go around them cutting them out of the deal. Realtors will avoid you period. This program works but...”*YOU MUST WORK WITH THE REALTORS, NOT AGAINST THEM*”!
2. **Be available 24/7!** I cannot stress this fact enough. If you want to sell your home, you must be available at all times. Make sure the phone number you use has a recording that tells people about your house.
3. **Get a lockbox.** Forget about not trusting Realtors coming into your home. There is no way you will be able to show your home all the time. When a Realtor calls, let them in! Some people don’t trust others in their home. Believe me, they have better things to do than steal something in your home and ruin their reputation.
4. **How to schedule appointments with Realtors.** Take their name, company name and license number prior to giving them your lockbox combo and you’ll be fine. Start a spreadsheet or get a book to keep track of who was in your home and when.
5. **Feedback.** Call Realtors and anyone that’s been in your home and ask them for honest feedback. Do not be offended! These are people that will give you feedback that you can use to make modifications to your home so that it will sell!
6. **Stop following people through your home!** People need room to breathe and as I said, they aren’t there to steal things (you should put valuables away though). Describe your home, give them room to walk around your home and feel them out. Some people like you to show them around, others don’t want you around, they just want to walk through without being watched.
7. **Don’t let them know how motivated you are.** Remember, this is poker so have a good poker face. I don’t care how motivated you are. If the buyer and their Realtor see that you’re desperate your offer will be that much lower.
8. **Get the pets out of the way.** Lock them in the garage or cage but make sure they are out of the way. Do not let your pet ruin your sale or control your destiny. Some people simply don’t like them and they should

not be around when showing a home!

9. **Hold an “Open House” as often as possible.** It really works. (An ad in the newspaper saying “Open House” helps, but it is not necessary.) Directional signs work as good or better than advertising as people are out looking. Go to Meijers and buy the Helium balloon pack and put a few balloons on your OPEN sign. That draws people in. **USE OUR GUEST REGISTRY TO GET THEIR NAMES AND NUMBERS SO WE CAN CALL THEM BACK (SEE WEBSITE).**
10. **Use a guest registry.** If you don’t have one, call us and we’ll email it to you. **ALWAYS** try to get people to sign it with either their phone or at least name and email. **ALWAYS** put 3 or 4 names on the sheet before people come over as NOONE likes to be the first to sign an open house guest sheet! **FAX THE GUEST REGISTRY TO US AS THEY ARE POTENTIAL BUYERS THAT MAY BUY OTHER HOMES IF NOT YOURS!**
11. **Put small 12-15 word ads in a “local shopper” type publication.** Be sure to include town, bedrooms, baths, rec room, garage, pool, etc. and your phone number or address. Price is optional. Again, put the MLS#.
12. Put ads in your company newsletter or on company bulletin boards. Use your handout sheet.
13. **Run small ads** in local community or Homeowners publications or papers.
14. **Put small signs around the neighborhood** (be sure to get the owner’s okay to place the signs on their property).
15. **Check on similar properties near yours to make sure your price is in the market range of your competition.** It is better to price your property at the lowest you will take and hold firm. Thinking “I can always come down” doesn’t work when selling by owner. It eliminates lookers and discourages offers.
16. **A faster sale can be created by painting, fixing up yard and house,** replacing or shampooing carpets, etc. but should only be done if needed.
17. **Remember, the buyer always determines value!** Assuming your home is marketed, entered into the Multi list and realtor.com, the buyer is what determines the value. **What you need or what you what has nothing to do with what someone is willing to pay!**

## **YOUR DUTIES AS A SELLER**

1. Be prompt and courteous to all Realtors.
2. Order title insurance on your home (we can do this for you if you wish, just call).
3. Order your mortgage payoffs.
4. Order a well and septic report if you live in Washtenaw county (if you have one). Even if you don't live in Washtenaw county, it's a good idea to get a report.
5. Understand contingencies and how they work. When you get an offer, they need to be addressed.
6. Be able to fax offers to Realtors.
7. Understand agency law (refer to the agency disclosures). The buyer's Realtor should not do your work, please read this form again!

**LASTLY... A word of advice.** You are treading on new territory with the flat fee program. Many Realtors will resent the fact you got “into the system” by paying a small fee. Maybe they have a right to be. After all the Realtor that brings you the deal typically has years of experience. The fact is that if they have a buyer for your home, treat them with courtesy, respect and professionalism. Realtors shouldn't have to do your work so make sure you know what your responsibilities are as the seller. If you're unsure as to your responsibilities, stay in touch with us and we'll guide you through.

**Be professional and remember you now have a “Realtor” hat on of sorts and must act professional. CALL US ANYTIME FOR ADVICE OR IF YOU WISH HAVE US PROCESS YOUR TRANSACTION, WE WILL DO SO FOR AN ADDITIONAL FEE.**

**THERE ARE MANY PITFALLS TO AVOID DURING THE SALES PROCESS. FOR \$795 (PAYABLE ONLY IF YOUR FILE CLOSES) WE CAN DO EVERYTHING THROUGH CLOSING SO YOU GET YOUR CHECK. I AM NOT TRYING TO SELL YOU ON AN ADDITIONAL \$795.**

**We need to know by law when you get an offer. Unless you want to be called after your home sells, you must let us know when you have an offer so we can update you and show your home as sold when it does. VERY IMPORTANT!!**

Thank you again for choosing **AmeriSell Realty**, we are America's largest discount Realtors!  
Refer others to us so they too can save!

Sincerely,

**Jeff Kermath**  
Broker/owner