

For Sale By Owner (FSBO) Checklist

1. Decide if FSBO Is for You

- Research selling a home and the entire FSBO process
- Decide about working with a real estate agent rather than FSBO
- Determine why you are interested in doing FSBO

2. Research Your Local Market

- Understand the overall tone of your regional real estate market
- Know the average days on market in your local community
- Identify whether it's a seller's or buyer's market—are most homes selling above or below the asking price?
- Research how homes for sale in your neighborhood are priced

3. Consider Your FSBO Price

- Conduct a comparative market analysis
- Get an estimate of your home's value (use an online home appraisal site or hire a professional on-site home appraiser)
- Decide on your listing price and set the lowest final selling price (after closing costs and other expenses)

4. Prepare Your Home for Sale

- Clean all the windows
- Clean every room and other parts of the house
- Check the condition of the flooring, ceiling, appliances, toilet and plumbing, and lighting
- Declutter the house and the garage
- Make small repairs and replacements
- Consider touching up the exterior painting, front door, and entryway
- Increase curb appeal and improve the landscaping of front yard and backyard
- Hire professionals if necessary

5. Market & Advertise Your Property

- Take quality photos of your home or hire a professional photographer
- Design flyers with professional photos, home features, and contact information and create a flyer box
- Put up an eye-catching yard sign and other signages (e.g., "For sale by owner," "Open house," directional signs)
- List on MLS, local realtor sites, or online classified ads sites
- Consider social media and traditional (e.g., flyers, newspaper) advertising
- Set a weekly schedule for showings

For Sale By Owner (FSBO) Checklist

6. Conduct Showings & Open Houses

- Buy a new house mat and/or house number if necessary
- Rearrange furniture to create more space
- Disinfect your home
- Prepare a video tour when necessary
- Make sure forms are ready
- Display a sign-in sheet
- Create a welcoming mood
- Tour visitors and answer questions
- Contact visitors within 24 hours

7. Negotiate & Accept Offers

- Find out about prequalification and the buyer's financial profile
- Assess offer and make a counteroffer; consult a real estate lawyer if necessary
- Accept earnest money once the offer is accepted
- Set expectations for inspections, financials, and closing

8. Complete Inspections & Due Diligence

- Make sure that the buyer's home inspection is completed
- Complete bank-required home appraisal
- Resolve home inspection and appraisal issues
- Perform additional home repairs specified in the contract
- Open an escrow account and deposit the earnest money

9. Complete the Closing

- Prepare real estate contracts and other legal documents required in your state (e.g., house title, property survey, certificate of occupancy, property tax bill, loan documents, floor plan and blueprints, and construction permits)
- Review the contracts and other documents with a real estate attorney
- Decide on a title company with real estate legal staff
- Schedule settlement/closing date and time (four parties involved: title company, seller, buyer, and buyer's lender)
- Sign paperwork to complete the sale
- Clean up final details