

## Selling Your House On Your Own



A “How To Do It” Program  
Provided By  
Coldwell Banker Vanguard Realty

### THE FOR SALE BY OWNER PRESENTATION

#### PRESENTATION GOAL

**Converting the For Sale By Owner (FSBO) or prospective FSBO to a listing. The purpose of this presentation is to show the “Do It Yourself” seller what needs to be done to have a reasonable expectation of success in the private sale of their home. If the Seller, upon realizing the difficulty of the task and process, decides the services of a professional Realtor® are needed, the professional present will most certainly be the one selected for the task.**

**Virtually every FSBO Seller is trying to sell their property for the same reason: TO SAVE THE COMMISSION.**

**What the FSBO seller doesn't realize is that virtually EVERY PERSON WHO BUYS FROM A FSBO SELLER DOES SO BECAUSE THEY WANT TO SAVE THE COMMISSION.**

**This leads to the inevitable trap of having to reduce the price to below market value in order to attract the purchaser. When the owner does this, the Seller has done all of the work of selling a home and then allowed the purchaser to profit from the Seller's effort and expense.**

**This situation is exacerbated by the FSBO Seller thinking that selling a house is as easy as**

**selling the family sedan: park it someplace, run an ad in the Auto Trader and wait for someone to come along and buy the vehicle. A Seller doesn't realize how complicated it is to sell real property right for the highest return.**

## **INTRODUCTION**

- Opportunity to build rapport.
- Acknowledge the tough task that the Seller has taken on when deciding to sell their own home.

You are there to assist the Seller with understanding the process. You are also there to evaluate where this Seller is in the process and if the "Do-It Yourself" FSBO presentation is the next step or if you are going straight to a Listing Presentation.

Ask questions to understand their motivation.

You *can* do the Job  
But you must know what you want

- BEST PRICE
- BEST TERMS
- SHORTEST TIME
- LEAST INCONVENIENC

Price is always a range

Your House will sell itself -  
But you can't afford that



COLDWELL  
BANKER  
VANGUARD  
REALTY

Whether you use a Realtor® or choose to sell your home yourself, all Sellers want four things from the sale of their property:

- BEST POSSIBLE PRICE
- MOST FAVORABLE TERMS
- SHORTEST PERIOD OF TIME
- LEAST INCONVENIENCE

If you had to choose one of these above the others which would be most important to you?

Selling a house is like climbing a ladder. In order to sell the house at the top of the range, you must take the sale one step at a time. Each step that you complete correctly makes the next step easier and each one that isn't done right increases the chances of falling off the ladder or not achieving your goal.

Does that make sense to you?

Good. Then what we are going to do today is look at each step in the sale, see how it works and go over

how to best accomplish each step.



The **KEY** to Getting the most  
from your house is being able to  
**SELL YOUR HOUSE**  
Instead of the Buyer buying it from you

There is an old saying about selling houses, “**houses sell themselves**” and that is true.

The problem with that is, when a house sells itself, it almost always sells itself at the bottom of the price range and not the top.

I assume you don't want to sell the house at the bottom of it's price range, right?

If you are going to profit from selling your house yourself you need to **SELL** it. By that, I mean that **there is a vast difference between having someone buy your house and you selling it**. If someone buys it, it will not sell at the top of the market or possibly not even in the middle.

If you **SELL** it, then you can get the top of the range.

Do you see the difference?

# Advertising- Where will you advertise?



The Yard Sign

Internet

Newspaper

Advertising



Buyers **BUY** by **ELIMINATION**

## ADVERTISING

The first step is to advertise the property. As an owner you basically have three places to advertise your property: a yard sign, the internet and newspaper.

Are you using any of these forms of Advertising?

Are you doing any advertising other than this?

A lot of people don't put much thought into the **Yard Sign**, but that is probably your best source. You need to have a sign that is professional, not one that looks like you made or just quickly put it together. A good place to get a sign is "Banners and Flags" on Blanding Blvd. A lot of agents buy signs there. The only other tip about the yard sign is, don't make it too fancy or too permanent. Purchasers may shy away from fancy signs thinking that the home is over-priced or not notice a sign that looks like a permanent fixture and then the sign may become a permanent fixture!.

**Internet Advertising** can be very risky. Many sites will charge you to place your ad on the site and the free sites tend to have less security. The other thing you have to watch for with internet advertising is someone "lifting" your listing from a site then advertising your listing as a rental. Finally, many of the FSBO sites are not well supported or promoted. This means less opportunities for potential buyers to see your home or fewer buyers going to the sites because they don't believe they can trust the information. If you do end up making a price adjustment to your home, prices on some of these sites are not regularly updated. Misinformation on a site can diminish your opportunities to get in front of a possible buyer. But we know that internet advertising is important

because 92% of potential buyers begin their search on the internet.

What are your thoughts or concerns about internet advertising?

How do you see internet advertising playing a role in marketing your property?

Now let's talk about **newspaper advertising**.

Have you run an ad in the paper yet?

Have you had good response from it?

Most owners run too large of an ad in the newspaper. **Buyers choose houses to visit by eliminating other houses.** If you run too big an ad it can actually reduce calls because people find a reason to eliminate your home. This is one of the reasons Realtors® usually run smaller ads than homeowners do when marketing their own home. I recommend that you keep your ad small. Give some basic information including the number of bedrooms and baths, square footage, age, neighborhood and the price. Don't make the price a mystery. Sell one feature in your home that you like; something special about your house. Then change the ad at least every other week. Doing it this way the ad stays fresh. This way you don't give away too much information at one time and have a plan to keep your ad fresh for buyers. You also force potential buyers to call to get more information and an opportunity for you to capture the buyer.

Does that make sense to you?

One of the difficulties that you will face will be that if the house doesn't sell in the first couple of weeks you will have to **over-advertise**, which isn't good.

Do you know what I mean when I say over-advertise it?

When running a newspaper ad, you have to run the ad consistently because it is easily lost in the clutter. Often times, buyers look over a few weeks and may not see your ad the first time. When they finally call, it may be weeks after you started advertising. Other times, buyers see the ad the first time and wait to call. If they see the ad consistently being advertised, they begin to question the value.

What do you think about newspaper advertising?

How often do you think that you will be using newspaper advertising?

Now let's talk about how to handle the phone call when you get a response to an ad.



## Handling the Inquiry



### Put Yourself in the Buyer's Position

Your **JOB** is to make an appointment  
Do what professional agents do

Handling The Phone Properly:

- Will **INCREASE** your showings
- Allow you to **CONTROL** the situation
- Enable you to **SELL THE HOUSE**

### HANDLING THE INQUIRY

The second step is Handling the Inquiries you get from your Advertising.

First, let's put ourselves in the buyer's spot. If we understand the motivations of the buyer, it is a lot easier to deal with the phone calls. Consider how a buyer finds properties. Some buyers ride through target neighborhoods to find homes. Others search the internet. These two methods alone could provide a buyer with 15 to 20 opportunities or homes.

If you were a buyer and found this many properties, would you want to go and see all of these homes or would you want to narrow the field?

**Most real buyers want to eliminate properties and narrow the field.**

The **mistake** that owners and most Realtors® make when talking to buyers is giving them **too much information**. If you tell the buyer one thing that he/she doesn't like you may eliminate your house from the list and you won't know why.

Here is the **best way to answer that call**. When you get a call, first, put a smile in your

voice. People can tell the difference and it can make the difference between a showing and a “we’ll get back to you”. When the buyer says they are calling about the house you need to say, “What can I tell you about the house?”. Potential buyers will ask about the number of bedrooms, size of your house, location, type of construction and price or terms. You need to be ready to answer these questions.

Take each question individually and respond like this, “It is a four bedroom home, are you looking for four bedrooms?” .

So far so good, right?

This is the tough part. You need to take control of the phone call. After a few questions, quit answering questions and make an **appointment** for the buyer to visit your house.

Here’s how you take control of the conversation.

1. After the caller answers your question, **immediately ask the potential buyer another question** and then a third before the caller resumes questioning you. Some of the questions you might ask are:
  - “The house is in Easy Acres. Do you know where Easy Acres is located?”
  - “We are asking \$125,000. Is that in the price range you are looking?”
  - “The house has (describe a desirable feature). Would that be attractive to you?”
2. Then you want to ask some **questions that are designed to get an appointment**. Up until now we have merely been taking control of the situation. These questions include:
  - “How long have you been looking?”
  - “Have you seen anything that you like?”
  - “I think you will like our home, what would be a good time for you to come take a look?”

These three questions lead to you setting an appointment time and establish you as the person in control. If you are going **to be successful you must remain in control**.

Does that make sense to you? Good.

Do you have any questions about the telephone and how to use it to your benefit?

Proper use of the telephone inquiries will boost your showings and improve your chances of

success.

After we have:

- Written the ad
- Placed the sign in the yard
- Received the call and
- Converted it to an appointment

The next step is to **Show The Property**.

# Showing the Property



## Let the Buyer go see it on their own

- Makes your rooms seem larger
- Enables the buyers to talk privately
- Don't sell before it is time
- Don't say the obvious



## Take Control of the situation

- Make the buyer sit and talk
- Use a note pad



## SHOWING THE PROPERTY

Have you shown your house yet?

Well I hope I don't step on your toes, **but most real estate agents and most homeowners show property incorrectly.** Most agents do it just the way that you showed me the property when I came out to preview your home and that is not the best way.

The best way to show your property is to **let the buyer go see the house on their own.** Now, before you object, let me tell you why and then let me tell you the better way to showcase your house.

**FIRST,** you want to let the buyer see it on their own because when there are three people in a space (you, the potential buyer and their spouse or friend), then the small areas like the third bedroom or the hallway seem even smaller than when there are only two people in those areas.

Do you want the house to seem smaller than it really is?

Of course not, but if you go with them it.

**SECONDLY**, when you show them the property and you open the third bedroom door you say, “this is the third bedroom”. Or when you open the hall bath door you say, “this is the hall bath”. Believe me most of your prospects will know the difference between the third bedroom and the hall bath! And if they don’t you don’t want to deal with them anyway.

The most important reason for allowing the buyer to go alone through the house is so that the buyer has the opportunity to picture themselves in the house. Additionally, when making a major purchase, buyers need personal time to truly evaluate the property. They can’t always do that when you are in the room with them. You want to give them the opportunity to say to themselves, their spouse or a friend, “this could be it”, “I like this”, “this could be what I/we have been looking for”.

Do you think they will do this while you are standing there with them?

Probably not. So, in order for the buyer(s) to confer, which is what must **happen in order for the sale to move to the next step rather than the buyer leaving**, you need to let the buyer(s) will need their space. Because, if they leave your house what do they do? That’s right, they drive to the next house that is on there list and potentially eliminate your house.

Is that what you want?

Do you see why it is critically important that they tour the house on their own?

**THE SOLUTION HERE IS TO LET THEM SEE THE HOUSE ON THEIR OWN**, but to make sure that you set it up right.

Here’s what you do:

1. First, welcome the buyer(s) when they arrive, bring them into the living room and sit them down.
2. Offer them something to drink, water, tea a soft drink and then ask them some questions. This is critically important because it keeps you in control of the situation. Some sample questions/tasks might be:
  - Getting everybody’s name.
  - “How is your house hunting going?”
  - “What areas have you been most interested in?”

- “What have you seen that you have liked?”
- “Have you spoken with a lender yet?”

Just general questions that can't be answered with a yes or a no to set the tone and give everybody a chance to get familiar with each other, OK?

1. After you have done this then you want to **tell them how the showing is going to work**. After all, it is your house and you should be the one who sets the tone for the showing. I recommend you say something like this:

*“Rather than me showing you the house I'm going to ask you to go see it on your own. Take your time. Look in all of the closets. Look through the kitchen cabinets. Give yourselves a chance to feel at home here. Then if you have any questions I will be in another part of the house. Just come find me and I'll answer all of your questions. Does that sound ok to you?”*

2. Then, when you have their agreement on that, get out a steno book, notepad or some electronic means of compiling contact information and ask them to sign in. Get their name, phone number and email address. This should not be a problem.

Do you have a steno pad or something else that you can use?

Well, you need to go buy one or have something ready that has all the information in one place. I wouldn't let anyone in my house, with or without me, if I didn't have their contact information.

Put 3 or 4 names and phone numbers in the book to start. You don't want them to think they are the only people looking and at the same time, if the list gets beyond 6 or 7, start another page. You don't want it to look like the world has been through and no one has bought!

Do you see why this is important?

You can do it can't you?

It is not all that hard. It will make the sale easier as you go along and, most importantly, it keeps you in control which is critical.

Now let's talk about what happens after they see the house. Some people will be very gracious and tell you that they will get back with you.

Do you think they will?

The odds are against it. We don't have the right house for them and it doesn't matter what we do. We won't sell it to them. Those people we forget about and move to our best prospects. We need to focus on those buyers that are true potential candidates to purchase our house.

Read the People and know  
The Buying Signs



If they are interested,  
they will give you buying signs

There are **three**  
Mental Move-ins  
Questions  
Objections

Get the Buyer to be Honest with You

Be quiet and let them talk - This is **SELLING THE HOUSE**  
An agent has an advantage here. It is easier for us to sell the house

Serious buyers will give us **BUYING SIGNS**.

Do you know what the buying signs are?

There are three of them, they are:

- **MENTAL MOVE-IN**
- **QUESTIONS**
- **OBJECTIONS**

**MENTAL MOVE-INS** are when your prospect starts to place furniture or family members in the house.

Perhaps you have had someone who has done this?

Unfortunately, mental move-ins are our poorest buying sign. People who do this, and I am one, do it in every home and it does not usually mean that the buyer is as “*hot*” as they seem.

The next buying sign is the **QUESTION**. This is a pretty good buying sign.

After all, what reason does the buyer have to ask questions, if there is no interest?

If there are questions, there is most likely interest; even if the buyer tries to appear not to be interested. And you need to recognize this buying sign. Questions can also be a means of elimination, so you want to be prepared to answer the questions.

The best buying sign is the one that most real estate salesmen and most owners miss, the **OBJECTION**.

Why would the buyer waste time and take a chance on offending you by telling you something negative about your home if there isn't interest?

For a buyer to **talk candidly** with you there must be interest. In fact, one of your toughest jobs is to recognize that **every buyer has an objection** to every house. If you are going to sell your house, rather than have it sell itself, you have to be able to find the objection and deal with it. What you don't want is the buyer driving off down the street saying, "that's a great house the only problem is...". It would be better to know the objection so that you can provide a solution or fix the issue before the buyer leaves your home. You just need to ask the right questions for the buyer to share their concern(s) with you.

This is one place where a real estate agent has an advantage over an owner because we no sooner leave the house than the buyer tells us what they didn't like about the house! But when they tell us, it is out in the open. If it is something that can be overcome, then a professional, the agent is going to suggest solutions that will work for the buyer and write the contract,

Do you see why this is important?

I don't have a lot of good advice about how to get the buyer to talk to you, but I think you have to just be honest with the buyer. I would say, "Mr./Ms. Buyer, I don't know if my house is the right one for you or not, but I am interested in selling it. If there is something about it that you don't like, I wish you would tell me and then, if I can't fix it for you, I can fix it for the next person who comes through. What would it take for you to make an offer?" Maybe the buyer will tell you and maybe they won't, but at least you have given it your best shot.

And that's all you can do, right?



# Follow Up!

If you don't follow up, it is hard to make the sale

Watch your Negotiating Position  
Pre-sell the Follow-up

**Do it Right:**

- Talk about "them"
- Close for the appointment



## **FOLLOW-UP**

Our fourth step is the Follow-Up. This is another place where a real estate agent has an advantage. When you follow-up and ask the buyer to come look again, you hurt your negotiating position because you appear anxious. When an agent follows-up for an owner, we are just doing our job. However, if you don't follow-up, you seriously reduce the chances of selling your house. Unless, of course, you just make it such a good deal that people can't pass it up.

You don't want to do that do you?

The problem is that the buyer sees lots of houses and probably doesn't make an immediate decision on which one they like best. If you don't follow up, you can easily get lost in the shuffle so you have to follow-up

I recommend this. Before the buyer leaves, tell them that you are busy and you won't know if they have tried to get back in touch with you, so you will call them to see how the house hunting is going.

You have his phone number or other contact information, right?

Now is the time that we want to use it. You want to wait no more than two days from the time the buyer has seen your house to call and invite them to come back and see the house again. If the buyer is willing to come back, you have a good prospect. If the buyer won't, then you can forget about this buyer. Even if the buyer gives you a reasonable reason for not returning.

Either way, in your phone call, you have to instill interest and you have to know enough about the buyer to talk not only about your house, but also about his whole house hunting experience. That's why it is so important to sit down with the buyer before letting the buyer go through your house,

Do you see how that works?

These are the four key steps in the process. Do you have any questions about these steps before I move on to a few other key points in selling your home?

# Contracts



What will you do if the Buyer says he wants to buy your home



The **PROBLEMS** with an Attorney are:

- Will it be your attorney or the buyers
- The Lender selects the attorney
- Timing is the Key

The **SOLUTION** is:

Go to your attorney now and have him draft sample contracts for the most likely terms of sale

## CONTRACTS

Have you given any thought to what you will do when the buyer wants to buy your house?

There are basically three options, you can:

1. Go to the buyer(s) attorney to write the contract.

Do you want to do that? Why not?

2. The second choice is to go to your attorney to write the contract,
3. Write the contract yourself.

Do you have an attorney you would use? (it must be a real estate attorney)

Do you think the buyer will want to go to your attorney?

If you are serious about selling the house yourself you must be prepared to write the

contract yourself because:

1. It keeps you from going to the buyer's attorney.
2. It eliminates the conflict of asking the buyer to go to your attorney.

There is an old saying in real estate and, that is, the time to have the buyer sign the contract is 5 minutes before the buyer knows they are ready to buy. What this alludes to is that there is one time when the buyer is willing to make the best offer.

Do you think that would be when he the buyer has made a buying decision or when the buyer has thought about the offer for 2 or 3 days?

The trouble with using your attorney is that, if you sell your house on Sunday afternoon and call the attorney on Monday, you will probably not get together until Tuesday or Wednesday. That means that your buyer will have 2, 3 or 4 days to think about the offer. And I promise you, it will not be the same offer on Wednesday afternoon that it would have been on Sunday.

This is the standard purchase and sale agreement used by the NEFAR. You can't use it; however, you can go to your attorney now and have some sample contracts prepared leaving off the name, price and type of loan: FHA, VA or Conventional sales. This way, when the buyer says "yes", all you have to do is say, "I have already had a purchase and sale agreement drafted. Why don't we go ahead and sign it right now?" If you do this you will keep the attorneys out of it and you will save money. If you are really serious about getting your house sold you need to do the ground work. This is certainly an important part of the ground work.

May I recommend a couple of real estate attorneys?

**Share the names and contact information of real estate attorney's that you work with or are part of our preferred program.**

All of these specialize in real estate. You will need a real estate attorney or the lender probably won't be willing to use him/her for the closing.

The next step is going to be **Financing**,

Do you know anything about financing?

# Financing

Most Owners think the Buyer will get his own financing



The **Problems** with this are:

- Where will he go for financing
- How much it will cost you
- What if the financing “falls through”

You must make financing a **tool** for your benefit and this means you must be prepared.

## FINANCING

A lot of owners think that the buyer will go off and find their own financing and that may be possible, but there are **two** problems with that scenario:

1. If I, as an owner, know how to get the transaction done and can tell the purchaser **where** to go to get a loan and/or what **type** of loan to get or you, as an owner, tell the buyer to go find some financing on their own.

Who is he most likely to buy from, all other things being equal?

I have sold houses to buyers who wanted a house offered by the owner, but the owner just didn't help the buyer get financing, so the buyer came to me just because I could put the deal together for the buyer.

2. If the buyer goes off and gets financing, it is liable to cost you thousands of dollars or put you in a position where your sale blows up at the very end because you have a tremendous misunderstanding of expectations and costs.

If the buyer picks the lender, the buyer may also pick the terms, the rate and the charges.

Additionally, and if the buyer picks those terms they will almost assuredly put some closing costs on your side of the transaction that you hadn't intended paying.

If you are going to compete with builders, Realtors®, other owners and protect yourself you need to know something about financing and where to go to get it.

Neither of those is what you are looking for, right?

You need to be able to recommend to the purchaser whether he/she should have an FHA, VA, conventional insured or conventional uninsured loan and whether he/she should be looking for an arm or a fixed rate.

You need to recognize that financing can be your best friend because financing makes price less sensitive.

Do you know the cost of financing \$1000 is per day over 30 years at current rates?.

I have seen sales blow up over \$1000, but I can almost embarrass a purchaser into paying \$\_\_\_\_\_ per month more for the home their family wants.

Do you see why financing is so important and how it can work for you to help you get your price, if you know how to use it?

This is one place where a Realtor® helps. You don't care whether the buyer buys using:

- CONVENTIONAL INSURED
- CONVENTIONAL UNINSURED
- FHA
- VA

What you care about is your net. And knowing about the different types of financing will assist you in evaluating your net. A competent Realtor® can use financing to help you get the net that you want while, as an owner, financing can be your worst nightmare.

May I make a suggestion?

Let me give you the names of 3 lenders. Call them. Talk to them. Establish rapport with at least 2 of them and then rely on them when you have a purchaser. You need someone who will help you and won't pull any punches.

What are you going to do when this house sells?

It would be a disaster if the sale falls through when you have already committed to your plans. No one can guarantee that your sale won't fall through, but dealing with an honest loan officer that you trust is essential. Lots of people with financial problems feel that if they deal with an owner they stand a better chance of buying a house than through a Realtor® because Realtors® won't spend their time with unqualified buyers.

Unfortunately, for loan officers, once they have invested their time taking an application they have very little more involvement in the sale. Some loan officers will tell you that everything is ok and there are no problems. Then all of a sudden they call and say they have some bad news, that the buyer has been declined. What they are doing is just throwing all of the business they can write up against the wall and hoping it will stick. If it doesn't, they haven't wasted any more time than when they took the application. For that reason, you have to establish a personal relationship with a reputable loan officer so that they care whether or not you get burned.

Do you see why this is important?

I will tell you that, if I am your agent, this responsibility is on my shoulders. The chance of the sale falling through is substantially reduced because:

1. People who deal with Realtors®, overall, have fewer problems than people who deal with owners.
2. I'm a volume customer with these loan officers. You are a one-time customer. If the loan officer is less than candid with me he/she won't get any more business from me. Whereas with you, if the deal flies, great and if it doesn't, oh well.

Now that we have gotten here, there is just one more issue. **Negotiate the Sale.**



**Negotiate**

Why are you doing this yourself?  
Why will the Buyer buy from you?  
There are really **two** real estate markets

- Those who want to buy through owners
- Those who want to buy through REALTORS®

Usually there is not much, if any difference,  
in the owner's net between the two methods of sale

## NEGOTIATE

### Why are you trying to sell the house yourself?

It is critically important that you be able to see this from the buyer's perspective.

When the buyer is house hunting, there are two choices:

1. Get up and call me, their agent, and I will:
  - Pick them up
  - Find the houses to look at
  - Write the offer
  - Offer financing guidance
  - Manage the negotiations
  - Take care of all of the details
  - And buy lunch.
  - In other words, I will make the easy and enjoyable
2. Manage the entire house hunting and purchasing process themselves.

You see there are really two real estate markets:

1. People who will use a Realtor®
2. People who shop for a bargain and buy through owners.

### **People who buy through a Realtor®**

- Know they may pay a little more
- Want the security of using a Realtor®
- Want to see a lot of houses to know the market
- Want to buy in a short period of time
- Want the Realtor® to take care of all of the details
- Want it all to be easy and
- Want to buy the house they like best, not the one they can get cheapest.

### **People who buy from an owner**

- Have more time to shop
- Are willing to assume more risk
- Are willing to go through more hassles: financing - survey - attorneys - appraisals - wdos - home inspections - etc.

But in return they want something. They want a good price. That is their basic motivation.

If the buyer gets a good price what happens to your side of the transaction?

It gets worse doesn't it?

You have one house to sell and the buyer has 6 or 8 or 10 houses to choose among. Worse yet, the buyer will buy the house where they can get the most concessions in terms of:

- Price
- Terms
- Personality or what stays with the house
- Occupancy

This is all part of what a Realtor® does when working with a buyer(s) including Advertising, Showing a Home, Handling the Inquiries, Following Up, writing the offer, reviewing the financing and negotiating the contract.

Your choice really is, do you want to deal with **OPTION 1** or do you want to deal with **OPTION 2**?

If you want to Sell Your House  
yourself, you should try

If you want to make the  
best business decision  
and have the same net,  
use a professional



When it is all said and done, the amount of money you receive from the sale of your house is about the same. And in many cases, according to an NAR national survey, FSBO sellers receive, on average, 10% less than when a house is sold using a Realtor®.

If you must have the satisfaction of selling it yourself, if you want to go through the pain, effort and problems of doing it yourself, then you should. Use some of the pointers that I have provided.

If you are trying to save money by doing it yourself, you should know that although you are greatly increasing your risk of having a disastrous experience. You are not significantly raising the chances of increasing your net,

I think you can see that, can't you?

Your time is really too valuable to hassle with this. If you had fewer responsibilities and less going on in your life, it might be a good business decision to try to sell your house yourself.

**But I think you and I both know that the best business decision is the one where**

**there are the fewest problems, least risk and greatest chance for gain.  
Selling your house yourself may not be the best business decision, is it?**

I would like to go to work for you tonight.