

For Sellers:

Where Do You Need Help in the Sales Process and How Do You Know? —
Use the Mini-Quizzes to Help You Decide

Should you/can you go it alone to sell your own property?

Take the quiz for each seller checkpoint.

Seller's Checkpoint #1: Test Your Ability to Prepare/Stage the Property for Sale

1. I am prepared to spend the time necessary to deep-clean the house prior to putting it on the market. Y N
2. I am prepared to spend the time necessary making necessary repairs inside and outside the house prior to putting it on the market. Y N
3. I understand the importance of curb appeal when attracting buyers and will spend the time, money and effort it takes to get the lawn, shrubbery, walkways and driveways in showing condition. Y N
4. I am prepared to paint any worn or peeling areas, especially in the kitchen, bathroom, and near the front door of the home. Y N
5. I will clear all clutter in the home, boxing up unnecessary items prior to placing the home on the market. Y N
6. I will make sure flooring in the kitchen, bathroom and living room is spotless at all times when showing the house to prospective buyers.

If you answered "yes" to three or more questions, you have a better-than-average chance of being able to complete this home selling phase on your own or with only a moderate degree of help.

Seller's Checkpoint #2: Test Your Ability to Gather Property Information and Price the Property

1. I will obtain a comparative market analysis (CMA) to help confirm the market value of the property. Y N
2. I will obtain the legal description and property tax information with either the courthouse or title company. Y N
3. I am capable of gathering and double-checking property facts and amenities and completing the property information sheet for prospective buyers. Y N
4. I am capable of measuring and calculating the square footage of the house and dimensions of the lot. Y N
5. I can obtain and complete the property disclosure form and present and explain it to potential buyers (if required in your state.) Y N
6. I will gather all information regarding homeowner's insurance, zoning regulations, and conditions, covenants and restrictions to present to prospective buyers. Y N

If you answered "yes" to three or more questions, you have a better-than-average chance of being able to complete this home selling phase on your own or with only a moderate degree of help.

Seller's Checkpoint #3: Test Your Ability to Market the Property

1. I am web savvy and will place information about the property on various no-cost/low-cost web sites in order to attract buyers. Y N
2. I am capable of writing advertising and placing it in various print, web, and mediums. Y N
3. I know the profile of the buyer most likely to purchase my home and target all advertising (including signage) to attract him/her. Y N
4. I'm aware of the market type (seller's or buyer's) and structure my advertising to attract the best buyer prospects at this time. Y N
5. I design my property information fact sheet to address the most pressing needs of my target buyer. Y N
6. I will deliver copies of my property information fact sheet to at least twenty homes across from, behind, and adjacent to my home to enlist their help in finding qualified buyers. Y N

If you answered "yes" to three or more questions, you have a better-than-average chance of being able to complete this home selling phase on your own or with only a moderate degree of help.

Seller's Checkpoint #4: Test Your Ability to Locate & Pre-approve the Buyer

1. I know the pre-screening questions I will ask of all prospects before allowing them to make an appointment to see the house. Y N
2. I will never show the house alone without someone else home. Y N
3. I understand the difference between a buyer being pre-qualified and pre-approved and will allow only pre-approved buyers to view the house. Y N
4. If a motivated buyer is not pre-approved, I have conduits in place to assist them in becoming pre-approved. Y N
5. I know the proper closing questions to ask prospects as they tour the house. Y N
6. I will follow up within twenty-four hours with each prospective buyer that views the house, asking what they liked and disliked about the house. Y N

If you answered "yes" to three or more questions, you have a better-than-average chance of being able to complete this home selling phase on your own or with only a moderate degree of help.

Seller's Checkpoint #5: Test Your Ability to Draft the Purchase Agreement and Negotiate with the Buyer

1. I will spend time understanding the property purchase agreement most commonly used in my locale and will be able to complete it to serve my best interests in any offer or counter offer I receive. Y N
2. I'll design a negotiating strategy to prioritize what I want to win while allowing the buyer to win on issues of importance to him/her. Y N
3. I'm able to determine my costs of sale (including closing costs) prior to accepting any offer from the buyer. Y N
4. I understand the procedures and legal ramifications of offer and counter-offers in real estate negotiating. Y N
5. I understand various contingency clauses in purchase and sales agreements, including the ramification they have on my bargaining positions as a seller. Y N
6. I consider myself a strong yet fair negotiator when it comes to financial matters. Y N

If you answered "yes" to three or more questions, you have a better-than-average chance of being able to complete this home selling phase on your own or with only a moderate degree of help.

Seller's Checkpoint #6: Test Your Ability to Troubleshoot the Sale and Close the Transaction

1. I understand and can describe the sequence of events in closing a real estate transaction and can effectively navigate each one on my own Y N
2. I will prioritize the time and effort it takes to monitor the buyer's mortgage process, keep current on the progress of the closing with service providers, and be available to answer questions and troubleshoot the sale to closing. Y N
3. I know the approach to take, what to look for and the documentation required when the buyer makes the walk-through inspection prior to closing. Y N
4. I am capable of reviewing and interpreting all closing documents on my own. Y N
5. I am capable of calculating the approximate amount of net proceeds I'll receive at closing. Y N
6. If need be, I am capable of re-negotiating any or all terms of the sale with the buyer prior to closing. Y N

If you answered "yes" to three or more questions, you have a better-than-average chance of being able to complete this home selling phase on your own or with only a moderate degree of help.