

Do-It-Yourself Seller's Marketing Kit

Although most homeowners eventually decide to use a real estate agent to sell their home, many of them often try to sell the property themselves, usually with mixed results.

However, if you're the type of person who welcomes the challenges of any task as big as marketing your home as efficiently and effectively as possible, then here are just a few of the items you'll need:

- ✓ **"FOR SALE" SIGN (PREFERABLY WITH DIRECTIONAL ARROW)**
- ✓ **SAMPLE / BLANK PURCHASE AGREEMENTS**
- ✓ **DETAILED FLYERS FROM A HOME LENDER ILLUSTRATING THE BEST HOME LOANS AVAILABLE ON TO PROSPECTIVE BUYERS**
- ✓ **COPY OF THE PLATEAU MAP FOR YOUR STREET OR SUBDIVISION**
- ✓ **HOME WARRANTY SIGN**
- ✓ **LEAD-BASED PAINT DISCLOSURE FORMS**
- ✓ **"TRUE COST FORMS" FOR PROSPECTIVE BUYERS. THESE FORMS ARE CUSTOMIZED TO HIGHLIGHT INCOME TAX SAVINGS INFORMATION AND FUTURE APPRECIATION**
- ✓ **A CUSTOMIZED LASER- PRINTED FEATURE SHEET ON YOUR PROPERTY**
- ✓ **"OPEN HOUSE" SIGNS**
- ✓ **A LIST OF ALL HOMES IN THE AREA CURRENTLY FOR SALE**
- ✓ **A LIST OF ALL HOMES IN THE AREA RECENTLY SOLD**
- ✓ **A LIST OF ALL HOMES IN THE AREA RECENTLY FOR SALE BUT THAT EXPIRED UNSOLD**
- ✓ **HOME INSPECTION REQUEST FORMS**

- ✓ **WELL & SEPTIC FORMS**
- ✓ **PROPERTY SURVEY REQUEST FORMS**
- ✓ **TERMS SIGN**
- ✓ **HOME WARRANTY INFORMATION AND APPLICATION FORMS**

- ✓ **PEST INSPECTION REQUEST FORMS**
- ✓ **LIST OF ASSESSED VALUES OF HOMES ON YOUR STREET**