



WWW.FSBOWISCONSIN.COM

Selling Your Home?

Look inside for:

- 🏠 Information on www.fsbowisconsin.com services including details on how you can sell your home for as little as \$129.00
- 🏠 How to price your home effectively
- 🏠 Tips on setting up an open house
- 🏠 Information on how to sell your home "For sale by owner" and get your home into the MLS system for as low as \$325 (includes a FREE listing on www.fsbowisconsin.com)
- 🏠 Details on our new Realtor[®] assisted services

Brought To You By Creative Mortgage, LLC.
W177 N9856 Rivercrest Drive - Suite #112
Germantown, WI 53022 - (262) 255-SAVE (7283)



About FSBOWisconsin.com

FSBOWisconsin.com provides homeowners in the state of Wisconsin a quality FSBO advertising service dedicated to supplying buyers with the detailed information they're looking for when purchasing a home. Additionally, we provide several advertising and marketing packages to persons wishing to sell their homes using the For Sale By Owner method. Our packages offer the homeowner everything they need to assist with the sale of the home. And unlike most other Real Estate services, we charge zero commission and allow our customers to list their home on our site until it's sold.

We've also recently partnered with Creative Mortgage, LLC. Creative Mortgage is an established, rapidly growing Wisconsin-based Mortgage Company derived from old-fashioned business tactics: honesty, trust and straight-forward answers to your questions. With Creative Mortgage you will receive the most competitive loan programs, without fighting through the gimmick rates, misleading closing costs, and failure to have your new program explained to you before closing.

How much does it cost to sell your home using FSBOWisconsin.com?

FSBOWisconsin.com provides a number of different packages when selling your home.

1. **Basic Listing:** The basic listing is our introductory package and allows you to list your home on our site until sold for only \$129.00. For this price you'll receive a detailed listing of your home, a professional yard sign with personalized information and Web Site ID#, placement on our featured home section, and additional features included in all our packages (i.e., online ad editing, personal page counter, etc.)
2. **Premier Listing:** The premier listing is our most popular listing because you are provided with all of the benefits of working with a Realtor® but for a fraction of the costs. Our premier package costs \$199.00 and includes everything listed in the basic package and more. Additional items include our 360° virtual tour package, information drop box for attachment to your yard sign, and a directional sign to lead potential buyers to your location.
3. **MLS:** The FSBOWisconsin.com MLS option provides you a listing in the Multiple Listing Service for a flat fee as low as \$325. The MLS (multiple listing service) is a database of property that is for sale, and is used exclusively by Realtors®. It is the most powerful marketing tool for a homeowner. Realtors® all pool their listings, so any property listed is available to all Real Estate Brokers and Agents. These agents will receive a commission set by you if they secure a buyer for your property. They typically receive between 2.0% and 3% of the selling price. Being listed on the Realtors MLS enables you to take advantage of the power of hundreds of Realtors® in your area. That means more exposure for you! Also, anyone that purchases our MLS option also receives a FREE basic listing (\$129.00 Value).
4. **Silver Realtor Services Package - \$395 (\$100 due up front, \$295 due at closing)**
Feel confident you are receiving the best deal for your home. Instead of hiring an attorney who will charge you by the hour, let a licensed real estate broker negotiate and review all offers received on your behalf. We'll also organize and order Title Insurance on your behalf.

5. Gold Realtor Services Package - \$495 (\$200 due up front, \$295 due at closing)
Silver Package Plus...
Don't want to be bothered by other realtors trying to setup showings? Let us handle your showing appointments. Instead of dealing with numerous other pushy realtors who call at all hours of the day, deal with one, us. We will also follow up with EVERY showing to receive a showing report, which let's you know just how well your home showed. These reports cover price, customer pros and cons, location, and other issues. Need help forwarding your mail, changing over your utilities, locating movers to help your move? Have an experienced real estate professional work for you for a fraction of the cost! Let us make your move a pleasant one.
6. Platinum Realtor Services Package - \$595 (\$300 due up front, \$295 due at closing)
Gold Package Plus...
Our top-of-the-line package... You don't have to do any more work! We will not only show your home to interested buyers for you, we will hold open houses to prospective buyers AND pre-qualify them on the spot for their mortgage! Not only do you have a licensed real estate broker holding an open house, you will also have an experienced mortgage loan officer qualifying your buyers! This way you know who can and can't afford your home before they leave the open house! We cover all bases on the real estate transaction for you!
7. MLS Combo Package - BEST VALUE - \$920 (\$625 due up front, \$295 due at closing)
Includes the MLS Listing Service, Platinum Realtor Services Package and a FREE Basic Listing on www.fsbowisconsin.com

For more information visit our Web Site at www.fsbowisconsin.com



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Why Sell Using FSBOWisconsin.com?

FSBOWisconsin.com has spent years compiling data from customers like you to ensure the features and services FSBO customers are looking for are provided on our site.

We provide all the benefits of working with a Realtor® and offer more marketing services than any other FSBO business in the State of Wisconsin; many which are provided to our customers at no additional charge. Why pay big commissions for services you may never use? When using FSBOWisconsin.com, you pay only for the services you'd like to use when selling your home.

Below is a list of just some of the services that make us stand out against our competition

1. Professional Personalized Yard Signs – FSBOWisconsin.com provides all our customers with a FREE professional and personalized yard sign. Each sign is custom made specifically for your home. You receive an 18" x 24" sign, a personal 24/7 informational hotline and number, and a bottom rider featuring your home number and personal ID# for customers to find your home on our site.
2. 360 Virtual Tours – We offer the only affordable 360 Virtual Tour package in the State. We'll come right to your home and shoot a virtual tour of up to 4 rooms to be featured with your ad.
3. Mortgage Loans & Closings – FSBOWisconsin.com now offers all of our customers the most competitive financing options and loan programs in the State brought to you by Creative Mortgage, LLC. Our experienced staff can create a mortgage program that will fit your financial goals and you'll pay no fees unless you close on your home.
4. MLS Flat Fee - The FSBOWisconsin.com MLS option provides you a listing in the Multiple Listing Service for a flat fee as low as \$325. The MLS (multiple listing service) is a database of property that is for sale, and is used exclusively by Realtors®. It is the most powerful marketing tool for a homeowner. Realtors® all pool their listings, so any property listed is available to all Real Estate Brokers and Agents.
5. Searchable Database – FSBOWisconsin.com offers one of the most extensive and user-friendly databases. Your home can easily be found by ID#, price, location, square feet, etc. This allows your home to be located by buyers that are specifically looking for their dream home. There is no paging through thousands of advertisements in which your home can end up at the bottom of the list.
6. Marketing Tools – We offer some of the best marketing tools when it comes to selling your home. We provide directional signs, drop boxes, flyers, featured home section, Real Estate Forms, and more. Everything you need to sell your home can be purchased or is included in our packages.

Before you call up your local Realtor® and sign away 6-7% of the equity you built into your home, come visit us at www.fsbowisconsin.com or give us a call at 715.581.3726 to see how you can sell your home for as low as \$129.00.



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Compare FSBOWisconsin.com

FSBOWisconsin.com offers our customers a variety of services. To give you an idea of what's available at other Statewide FSBO sites, we've listed below a comparison of some of their services and matched them up against the Services you'll receive with listing your home on FSBOWisconsin.com

SERVICES	FSBO Wisconsin	FSBO Madison	Valley By Owner	Wisbo.com	Wisconsin FSBO	Mad City Homes	Traditional Realtors
Searchable Home Database	X		X		X	X	X
360 Virtual Tours	X		X			X	X
Mortgage Loans & Closings	X						SOME
MLS Flat Fee Listing	X					X	X
Instant Online Billing	X				X		
Instant Online Processing	X						
Personalized Yard Signs	X	X	X	X		X	
Propagation in Search Engines	X			X			SOME
Professional Flyers	X	X		X		X	SOME
Page View Tracking	X	X		X		X	
Directional Signs	X						X
Information Drop Boxes	X		X				X
Featured Home of The Week	X			X	X	X	SOME
Buyers Registry	X	X					SOME
Bookmark Homes of Interest	X						SOME
Online Editing of Ad and Photos	X						
Real Estate Forms	X						X

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Home Showing Tips

Preparing your home for an open house can be one of your key opportunities to close the sale of your home. After all, you can only make a first impression once. When preparing your home for a showing, make sure you pay special attention to its appearance.

Below are some helpful tips to help you prepare your house for show.

- Schedule visits 30-45 minutes apart
- Make sure rooms are neat so they will look spacious
- Log the names and phone numbers of all prospects on your "Welcome! Please sign in" sheets
- Make sure the sidewalks, landscaping and porch leading to your front door make an attractive, orderly first impression
- Keep closets uncluttered and roomy in appearance
- Have beds made, dresser tops straightened and furniture neat in bedrooms. Avoid having clothes hampers visible in any bedroom
- See that curtains are clean and straight in all rooms
- If during the day, have all curtains and draperies open to maximize outdoor light. Always have all lights on day and night when showing your home
- Provide adequate lighting in basements and attics and make each appear to offer plenty of unused storage space
- Be knowledgeable about your home's neighborhood and its amenities and desirable features
- Avoid contact between your prospective buyers and any animals or pets, most especially, dogs that "don't bite."
- Make certain there are no "pet" odors or other unpleasant odors (garlic, curry, onions, etc.).
- Try to have pleasant aromas such as bread or cookies in the oven
- Emphasize the spaciousness of individual rooms and storage space.
- Direct your discussion toward the prospect's strongest areas of interest; don't just try to sell, try to listen to your buyer's needs and respond to them. Don't oversell.
- Put any loose valuables in a safe place out of sight.
- If you are a female and will be showing the home alone, ask the buyer on the phone "Who will be coming to see the house?". You might want to have a neighbor or friend with you when you show the home
- Try to overcome every buyer's negative statement with a positive statement
- Try to end the showing, with a point of action; ideally, the arrangement of a second visit or meeting to discuss the sale further
- Be patient and above all don't argue with prospects.



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Pricing Your Home

Pricing your home properly can be one of the most important factors in successfully selling your home FSBO. Not only do you have to make sure you are competitive, you also have to ensure that your home is not overpriced. In order to help omit some of the more common mistakes when listing your house FSBO, we've listed a few helpful steps you should consider.

- Check the price of other properties “for sale” or sold in your area
- Use a Realtor’s market analysis (or several) with MLS information
- Contact the Tax Assessor’s office at the courthouse for the selling price of homes in your area
- Have a certified appraiser evaluate your property for the fair market value. This will cost approximately \$200 - \$400 depending on which company you are using

As mentioned above, FSBO sellers often price their homes too high to start with, thinking “I’ll price it high and I can always lower the price later if necessary.” This can be a mistake. Always try to price your property competitively in the beginning. If you overprice initially you will probably be offered thousands of dollars less when it is finally sold than you would have been offered early on if the price had been competitive.

The reasons for this are simple:

- A property will not sell quickly if it is not offered at a competitive price
- FSBO buyers will usually walk away from an overpriced home without making an offer
- The most enthusiasm for a newly offered property is in the beginning (first few weeks)
- After the first month or so, an overpriced property becomes “shop-worn.” Prospective buyers lose their enthusiasm and may begin to make negative statements about it being overpriced
- New prospects know how long a property has been offered for sale and, if more than a month or so, they may assume something is wrong with the property
- Buyers at this late date, knowing how long a property has been for sale, assume the seller must be desperate and will almost always make very low offers

Remember that buyers are usually very “market smart.” They have already shopped around and **THEY KNOW** if your property is priced fairly and competitively. Don’t kid yourself!!! Be realistic.



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