

THE UTAH FSBO DATA TRADE

10 Principles for Pricing, Preparing, Marketing, Showing, Qualifying Buyers, Negotiating and Closing Your For Sale By Owner Home



You Keep Your Equity. We Trade Value for Opportunity.

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Educational Guide

WELCOME TO THE FSBO DATA TRADE

You have equity in your home. You worked for it. You built it. And if you decide to sell your home yourself because you want to keep more of that equity, we respect that decision.

Selling a home without hiring a traditional listing agent can potentially save you thousands of dollars in real estate commissions—but it also means taking responsibility for many of the jobs normally handled during a professional home sale.

That includes determining the right price, preparing the property, marketing the home, attracting buyers, conducting showings and open houses, identifying serious buyers, negotiating an offer, managing deadlines and getting the transaction to the closing table.

That is where the FSBO Data Trade comes in.

Instead of trying to convince you to give up the equity you're trying to protect, we propose a different arrangement:

We trade value for opportunity.

Kim and Tres Miller provide education, tools, strategies and professional support designed to help you navigate the For Sale By Owner process.

You remain the homeowner.

You remain in control.

You decide how your home is marketed and sold.

In exchange, when prospective buyers respond to your marketing or attend an open house, our team has the opportunity to assist those buyers who need real estate or mortgage help.

For you, that can mean better information about who is interested in your home and whether a prospective buyer may actually be financially prepared to complete the purchase.

For us, it creates an opportunity to meet people who may need professional mortgage or real estate assistance.

You keep your equity. We provide resources. Everyone has the opportunity to benefit.



✨ Magic Tip

Saving a commission only matters if you successfully sell the home.

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A step-by-step guide to selling your home yourself, protecting your equity, attracting and capturing prospective buyers, and navigating the journey from pricing to closing.

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THE FSBO DATA TRADE

Partnership Built Around Mutual Benefit.

Selling your home yourself does not mean you have to navigate every part of the process completely alone.

The FSBO Data Trade is built around a simple idea:

You keep control of your home and your equity. We contribute knowledge, tools and professional resources.

As the homeowner, your goal is to successfully sell your property without paying for services you have chosen to handle yourself.

Our goal is different.

When prospective buyers respond to your advertising, visit your home or attend an open house, some of them may need help obtaining financing or finding a different property.

That creates an opportunity for everyone.

WHAT YOU RECEIVE

- ✓ A step-by-step FSBO roadmap
- ✓ Home-pricing education and market guidance
- ✓ Curb-appearance and staging strategies
- ✓ Repair and preparation guidance
- ✓ Marketing and technology ideas
- ✓ Open-house preparation guidance
- ✓ Property Information QR Code and flyer strategies
- ✓ FSBO Buyer Check-In QR Code with AI-assisted buyer check-in
- ✓ Mortgage expertise to help evaluate buyer financing readiness
- ✓ Professional resources as you move toward an accepted offer and closing

WHAT WE RECEIVE

We receive the opportunity to connect with prospective homebuyers who may need mortgage or real estate assistance.

There is no requirement that every visitor use our services.

The goal is simply to create an opportunity for our team to provide value when a prospective buyer needs help.

Key Takeaway

The FSBO Data Trade lets you remain in control of your sale while gaining access to education, technology and professional resources.



SMART HOME SELLER TIP

Set up your FSBO Buyer Check-In QR Code and AI-assisted buyer follow-up system before the first person walks through your front door.

✨ Magic Tip

The best partnerships work when everyone understands the exchange. You keep control of your sale; we provide tools and resources in exchange for the opportunity to appropriately assist prospective buyers who may need our help.

Myth vs. Fact

Myth:

Accepting professional help means giving up control of your FSBO sale.

Fact:

You can use professional resources for specific parts of the process while remaining responsible for your own sale.

Today's Action

- Identify which parts of the sale you want to handle yourself.
- Identify where professional resources may help.
- Decide how visitors and buyer leads will be captured.
- Review how the Data Trade works before marketing begins.



THE 10 PRINCIPLES OF A SUCCESSFUL FSBO SALE

Your Roadmap From "For Sale" to "Sold"

Selling your home yourself involves many of the same steps found in a professionally managed sale. The difference is that you have chosen to take greater responsibility for managing those steps yourself.

These 10 principles provide a roadmap from preparing your home through marketing, buyer qualification, negotiation and closing.

THE 10 PRINCIPLES

✓ 1. Price Your Home

Establish a price supported by your market and competition.

✓ 2. Create Curb Appeal

Make a strong first impression before buyers enter.

✓ 3. Stage Your Home

Help buyers imagine themselves living in your home.

✓ 4. Make the Repairs That Matter

Address issues that may affect buyer confidence, inspections or negotiations.

✓ 5. Market With Technology

Use photography, video and digital tools to attract buyers.

✓ 6. Use Signs, QR Codes & Marketing Materials

Make your property easy to discover and learn about.

✓ 7. Hold a Professional Open House

Create a great experience and capture every prospective buyer.

✓ 8. Avoid Unqualified Buyers

Determine whether an interested buyer may actually be able to close.

✓ 9. Negotiate What You Want & Need

Consider price, financing, repairs, concessions and deadlines.

✓ 10. Manage Documents & Paperwork

Understand the process required to move from offer to closing.

Key Takeaway

A successful FSBO sale is a series of decisions made in the right order. These 10 principles are your roadmap.



SMART HOME SELLER TIP

Build your selling system before you start marketing—including your FSBO Buyer Check-In QR Code and AI-assisted buyer follow-up process.

✨ Magic Tip

Don't wait for buyer traffic to figure out what to do with buyer traffic. Be ready before your first showing.

Myth vs. Fact

Myth:

Selling FSBO simply means finding a buyer.

Fact:

Pricing, preparation, marketing, buyer capture, qualification, negotiation and closing all matter.

Today's Action

- ☐ Review the 10 principles.
- ☐ Identify your three strongest areas.
- ☐ Identify where you need help.
- ☐ Establish your target listing date.



PRINCIPLE #1: PRICE YOUR HOME

8 PRICING PRINCIPLES

✓ Look at Your Home Logically

See your property through a buyer's eyes.

✓ Obtain Comparative Market Analyses

Review market information from more than one source.

✓ Know Your Competition

Understand what other sellers offer at similar prices.

✓ Consider Price Per Square Foot

Use it as one data point—not the entire answer.

✓ Understand Market Conditions

Supply, demand and financing conditions matter.

✓ Consider an Appraisal

An independent appraisal can provide another perspective.

✓ Calculate Your Selling Costs

Consider payoffs, repairs, concessions and other expenses.

✓ Use Your FSBO Savings Strategically

Your potential savings may provide negotiating flexibility.

Key Takeaway

Price should protect your equity while remaining supported by the market.



SMART HOME SELLER TIP

Track showing activity and buyer feedback. Consistent reactions may reveal whether your price and presentation are connecting with the market.

✨ Magic Tip

The market doesn't know what you need to net. Buyers compare value.

Myth vs. Fact

Myth:

Start high. Buyers can always offer less.

Fact:

Some buyers simply skip homes they believe are overpriced.

Today's Action

- ☐ Review competing listings.
- ☐ Review recent sales.
- ☐ Obtain a CMA.
- ☐ Estimate your net proceeds.



KNOW YOUR COMPETITION

Your Home Does Not Sell in a Vacuum

The homes currently available in your area compete with yours for buyer attention.

Before deciding on your final price, study the properties buyers will compare with your home.

Ask yourself:

If the prices were the same, which home would I buy?

✓ Active Listings
Show what other sellers are currently asking.

✓ Recently Sold Homes
Provide evidence of prices buyers recently agreed to pay.

✓ Expired or Unsold Listings
May provide clues about prices the market rejected.

COMPARE THE DETAILS

✓ Location and neighborhood

✓ Square footage

✓ Bedrooms and bathrooms

✓ Lot and garage

✓ Age and condition

✓ Updates and improvements

✓ Floor plan and amenities

✓ Days on market

Key Takeaway

Your competition helps define your value. Know what buyers can purchase instead of your home.

SMART HOME SELLER TIP

Tour competing open houses when possible. Online photos show the marketing; walking through shows you the actual buyer experience.

✨ Magic Tip

Know your competition before you become part of the competition.

Myth vs. Fact

Myth:

The highest asking price nearby establishes my value.

Fact:

Asking prices show what sellers want. Completed sales provide stronger evidence of what buyers paid.

Today's Action

- ☐ Identify five competitors.
- ☐ Tour available properties.
- ☐ List your home's advantages.
- ☐ Identify its disadvantages.



PRINCIPLE #2: CREATE CURB APPEAL

You Only Get One First Impression

Before buyers see your kitchen, bedrooms or backyard, they see the exterior of your home.

Curb appeal does not necessarily require an expensive renovation. Your goal is to make the property appear clean, maintained and inviting enough that buyers want to see inside.

11 CURB-APPEAL IDEAS

- ✓ Improve walkway lighting
- ✓ Trim trees and bushes
- ✓ Address lawn dead spots
- ✓ Add seasonal flowers
- ✓ Edge driveways and walkways
- ✓ Clean or improve the garage door
- ✓ Upgrade worn exterior hardware
- ✓ Refresh the front door and trim
- ✓ Repair or replace the mailbox
- ✓ Improve landscaping where needed
- ✓ Pressure wash walks and driveway

Key Takeaway

Your exterior has one job: make the buyer want to see what is inside.

SMART HOME SELLER TIP

Take a picture from across the street. A photograph can reveal clutter and maintenance issues you no longer notice.

✨ Magic Tip

Drive past your own house as though you have never seen it before. Better yet, ask someone who does not live there what they notice first.

Myth vs. Fact

Myth:

Curb appeal requires expensive landscaping.

Fact:

Cleaning, trimming and improving the entrance can make a significant difference.

Today's Action

- ☐ Photograph your exterior.
- ☐ Identify five distractions.
- ☐ Complete low-cost improvements.
- ☐ Take an "after" photo.



PRINCIPLE #3: STAGE YOUR HOME

Help Buyers See Themselves Living There

Staging is about presenting your home so buyers notice the property rather than your possessions.

Your home still needs to function while you live there, but reducing clutter and distractions can make rooms feel larger, cleaner and easier for buyers to imagine as their own.

STAGING PRIORITIES

✓ Declutter

Remove unnecessary items from counters, shelves and floors.

✓ Depersonalize

Reduce personal items that distract buyers from seeing the home.

✓ Clean Thoroughly

Pay special attention to kitchens and bathrooms.

✓ Create Space

Remove excess furniture when rooms feel crowded.

✓ Use Light

Open window coverings and turn on appropriate lighting.

✓ Organize Closets

Buyers may look inside storage areas.

✓ Control Odors

Address pets, cooking and other noticeable smells.

✓ Secure Valuables

Remove medications, jewelry, documents and irreplaceable items before showings.

Key Takeaway

You are not staging your home for yourself. You are preparing it so buyers can picture themselves living there.

SMART HOME SELLER TIP

Start packing early. Every item you remove now is one less item to move later—and can make your home feel larger today.

✨ Magic Tip

Sometimes the best thing you can add to a room is empty space.

Myth vs. Fact

Myth:

Buyers can simply look past my belongings.

Fact:

Clutter and personal items can distract buyers from the home's features.

Today's Action

- ☐ Declutter one room.
- ☐ Remove personal distractions.
- ☐ Organize visible storage.
- ☐ Secure valuables and medications.



STAGING FOR SHOWINGS & OPEN HOUSES

Create the Right Buyer Experience

A showing is more than opening the front door. Buyers experience your home through sight, sound, smell and even temperature.

The goal is to create a comfortable environment where the property—not distractions—receives the attention.

BEFORE BUYERS ARRIVE

- ✓ Make beds and put clothes away
- ✓ Clear kitchen and bathroom counters
- ✓ Put dishes away
- ✓ Open drapes and blinds
- ✓ Turn on appropriate lights
- ✓ Vacuum and clean visible floors
- ✓ Straighten closets and storage areas
- ✓ Remove pet bowls and litter boxes when possible
- ✓ Keep music soft and neutral
- ✓ Remove controversial or distracting personal displays
- ✓ Secure knives, valuables and private information
- ✓ Close toilet lids and make bathrooms shine

Key Takeaway

The easier it is for buyers to focus on the house, the easier it is for them to imagine owning it.

SMART HOME SELLER TIP

Walk through your home five minutes before buyers arrive using the same route they will take.

✨ Magic Tip

A buyer should remember your home—not your laundry, pets or personal paperwork.

Myth vs. Fact

Myth:

Buyers only care about square footage and price.

Fact:

The experience of touring a home can influence how buyers perceive it.

Today's Action

- ☐ Create a pre-showing checklist.
- ☐ Secure valuables.
- ☐ Establish a 15-minute cleanup routine.
- ☐ Walk the buyer's route.



PRINCIPLE #4: MAKE THE REPAIRS THAT MATTER

Repair, Replace—or Leave It Alone?

Not every imperfection needs to be fixed before selling. The challenge is deciding which problems may reduce buyer confidence or become issues during an inspection.

Focus first on items that affect safety, function or the buyer's perception that the home has been properly maintained.

WATCH FOR

- ✓ Drainage problems
- ✓ Faulty wiring or electrical concerns
- ✓ Roof leaks
- ✓ Plumbing problems
- ✓ Signs of poor maintenance
- ✓ Structural concerns
- ✓ Inadequate ventilation
- ✓ Exterior water or air intrusion
- ✓ Damaged flooring or obvious wear
- ✓ Broken fixtures or components

A buyer's inspection may also create opportunities for additional negotiations after the initial offer.

THE QUESTION TO ASK

Will fixing this problem now cost less than the price reduction or negotiation it could create later?

Key Takeaway

Fix the problems most likely to affect safety, buyer confidence, inspections or negotiations.



SMART HOME SELLER TIP

Make a repair list and separate it into three categories: Must Fix, Should Fix and Nice to Fix.

✨ Magic Tip

Small visible problems can make buyers wonder whether larger invisible problems are hiding nearby.

Myth vs. Fact

Myth:

Selling "as-is" means buyers won't ask about repairs.

Fact:

Buyers may still inspect the property and factor its condition into their offer.

Today's Action

- ☐ Walk through the home.
- ☐ Create your repair list.
- ☐ Prioritize safety and function.
- ☐ Get estimates where needed.



REPAIRS: SPEND WHERE IT COUNTS

Don't Over-Improve Your Home

Preparing a home for sale does not mean remodeling everything.

Some improvements may help your home compete more effectively. Others may cost more than buyers are willing to pay for them.

The goal is to spend strategically.

BEFORE SPENDING MONEY, ASK:

- ✓ Will buyers notice the improvement?
- ✓ Does the current condition suggest poor maintenance?
- ✓ Could the issue appear during an inspection?
- ✓ Does the repair improve safety or function?
- ✓ Are competing homes in better condition?
- ✓ Will completing the repair improve marketability?
- ✓ Could a simple repair prevent a larger negotiation later?

REPAIR vs. ALLOWANCE

Offering buyers money for a future repair may sound easier than completing the work yourself. However, buyers may estimate the cost and inconvenience differently than you do.

Key Takeaway

The goal is not to create a perfect house. Spend your time and money where improvements are most likely to influence buyers.

SMART HOME SELLER TIP

Before making an expensive improvement, compare your home with competing properties. Don't upgrade beyond what your market typically rewards.

✨ Magic Tip

Fixing the right \$500 problem may protect you from a buyer asking for a \$5,000 concession.

Myth vs. Fact

Myth:

Every improvement increases my home's value dollar for dollar.

Fact:

Buyers and markets determine how much value an improvement actually adds.

Today's Action

- ☐ Prioritize your repair list.
- ☐ Estimate repair costs.
- ☐ Compare competing homes.
- ☐ Decide: repair, replace or leave alone.



PRINCIPLE #5: MARKET WITH TECHNOLOGY

Today's Buyers Start Their Search Online

Your FSBO marketing needs to compete for attention with professionally marketed homes. Buyers often form an opinion about a property before they ever schedule a showing.

Your goal is to make your home's digital first impression strong enough to generate the next step: a call, an inquiry or a visit.

YOUR DIGITAL MARKETING BASICS

✓ Quality Photography

Use bright, clear photos that accurately represent your home.

✓ Strong Property Description

Focus on features and benefits that differentiate your property.

✓ Video Tour

Give prospective buyers another way to experience the home.

✓ Online Property Information

Make important details easy to find.

✓ Social Media

Create shareable content that can expand your reach.

✓ Mobile-Friendly Information

Make sure buyers can easily access property details from their phones.

✓ Clear Call to Action

Tell buyers exactly how to request information or schedule a showing.

Key Takeaway

Your online marketing often creates a buyer's first impression before your home ever creates one in person.

SMART HOME SELLER TIP

View every photo and marketing page on your phone. If the experience is difficult on mobile, simplify it.

✨ Magic Tip

The purpose of online marketing isn't to sell the entire house on a screen. It's to make buyers want to see it in person.

Myth vs. Fact

Myth:

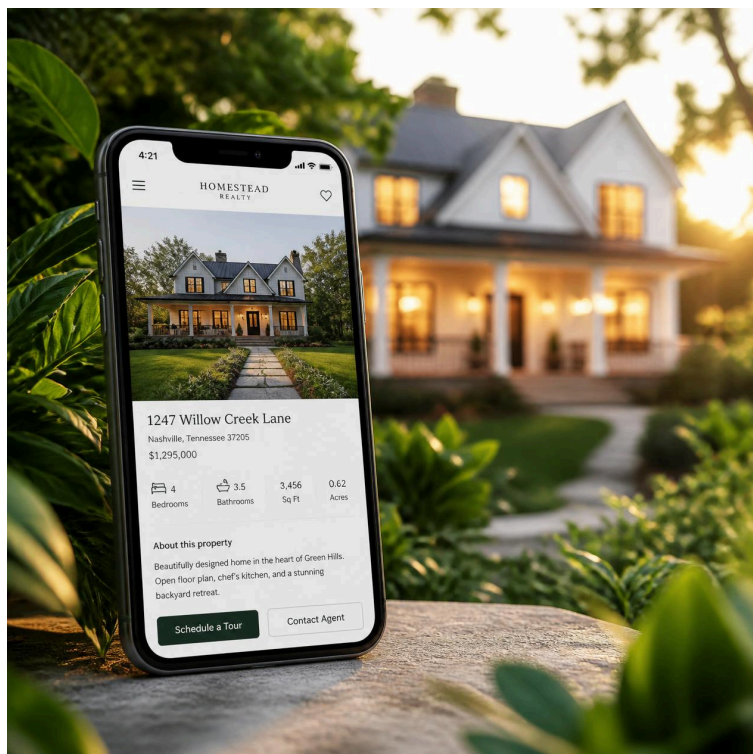
More photos always create better marketing.

Fact:

A smaller collection of strong images can outperform a large collection of poor ones.

Today's Action

- ☐ Photograph your home.
- ☐ Select your strongest images.
- ☐ Write your property highlights.
- ☐ Create a clear call to action.



TURN INTEREST INTO ACTION

Make It Easy for Buyers to Take the Next Step

Good marketing generates attention. A good system turns that attention into identifiable prospective buyers.

Every piece of your marketing should give buyers a simple next step.

CREATE A CONNECTED SYSTEM

✓ Yard Sign

Captures attention from neighborhood traffic.

✓ Property Flyer

Provides important home details.

✓ Property Information QR Code

Connects physical marketing to your property's digital information, photos or video.

✓ Property Photos & Video

Help buyers explore before visiting.

✓ Open House Promotion

Creates a specific reason to visit.

✓ FSBO Buyer Check-In QR Code

Connects visitors to the AI-assisted buyer check-in process when they arrive.

✓ Follow-Up

Keeps the conversation going after they leave.

Key Takeaway

Marketing creates attention. Your system should provide a clear path from attention to contact to showing.

SMART HOME SELLER TIP

Use one consistent call to action across your marketing whenever possible. Make the next step obvious and easy.

✨ Magic Tip

Don't create a marketing dead end. Every sign, flyer and digital message should lead somewhere.

Myth vs. Fact

Myth:

If buyers are interested enough, they'll figure out how to contact me.

Fact:

Removing friction makes it easier for prospective buyers to take action.

Today's Action

- ☐ Review your marketing materials.
- ☐ Add a clear next step.
- ☐ Test every QR code.
- ☐ Test the process from your phone.



PRINCIPLE #6: SIGNS, QR CODES & MARKETING MATERIALS

Connect the Physical Home to Your Digital System

Your yard sign may be the first thing a prospective buyer sees. Your QR code and marketing materials can help turn that moment of curiosity into meaningful engagement.

The goal is to make information available without making the process complicated.

YOUR FSBO MARKETING TOOLKIT

✓ Professional Yard Sign

Make the home clearly identifiable as available for sale.

✓ Sign Rider

Provide a simple next step for additional information.

✓ Property Information QR Code

Connect buyers with digital property information, photos or video.

✓ Property Flyers

Highlight price, features and important property details.

✓ Video Tour

Allow buyers to explore the property digitally.

✓ Open House Materials

Provide clear information about dates and times.

✓ FSBO Buyer Check-In QR Code

Give visitors a quick way to access the FSBO Data Trade AI-assisted buyer check-in process.

Key Takeaway

Your sign attracts attention. Your QR code creates a bridge between that attention and your buyer system.

SMART HOME SELLER TIP

Test every QR code from several phones before using it. A buyer should know exactly what to do within seconds of scanning.

✨ Magic Tip

A yard sign can tell you someone drove by. A connected system can help turn that drive-by into a conversation.

Myth vs. Fact

Myth:

A phone number on a yard sign is all I need.

Fact:

Giving buyers multiple simple ways to get information can increase engagement.

Today's Action

- ☐ Prepare your yard sign.
- ☐ Create and test your QR codes.
- ☐ Prepare property flyers.
- ☐ Connect each marketing piece to a next step.



PRINCIPLE #7: YOUR PROFESSIONAL OPEN HOUSE

Don't Just Open the Door—Create an Experience

An open house gives prospective buyers an opportunity to experience your home and imagine themselves living there.

Preparation matters. Your home should be clean, comfortable and ready before the first visitor arrives.

OPEN HOUSE BASICS

- ✓ Choose a convenient date and time
- ✓ Promote the event in advance
- ✓ Improve curb appeal
- ✓ Clean and declutter thoroughly
- ✓ Open window coverings and use appropriate lighting
- ✓ Secure valuables, medications and private documents
- ✓ Remove or secure pets when possible
- ✓ Keep the temperature comfortable
- ✓ Use soft, neutral background music if appropriate
- ✓ Display property information clearly
- ✓ Set up your FSBO Buyer Check-In QR Code
- ✓ Test the check-in process before opening the doors.

Key Takeaway

A successful open house combines a well-prepared property with a professional system for managing the people who visit it.

SMART HOME SELLER TIP

Set up and test your FSBO Buyer Check-In QR Code before the first visitor arrives. Your visitor-capture system should be ready when the doors open.

✨ Magic Tip

Successful home sellers don't wait for buyer traffic to get organized—they prepare before the first buyer arrives.

Myth vs. Fact

Myth:

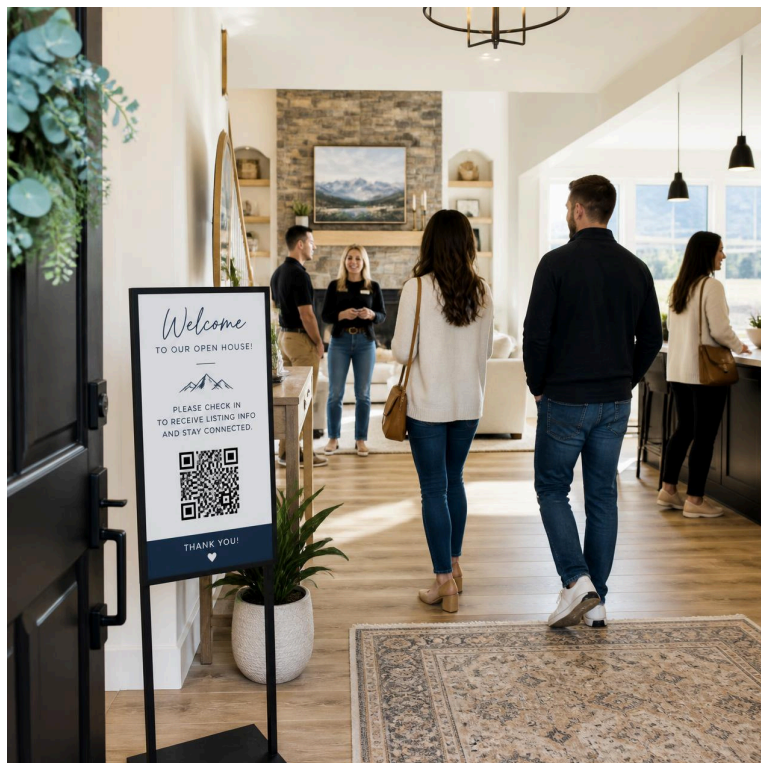
The goal of an open house is simply to get the largest crowd possible.

Fact:

Quality buyer engagement and effective follow-up can matter more than raw visitor numbers.

Today's Action

- ☐ Select your open-house time.
- ☐ Prepare and promote the home.
- ☐ Secure valuables.
- ☐ Test your FSBO Buyer Check-In QR Code.



CAPTURE EVERY BUYER WHO WALKS THROUGH THE DOOR

Your Open House Should Build a Buyer Database

One of the challenges of selling your own home is knowing who has actually visited the property.

The FSBO Data Trade provides a simple buyer check-in process designed to make visitor registration quick and efficient.

HOW THE CHECK-IN WORKS

✓ 1. Scan

The visitor scans the FSBO Buyer Check-In QR Code using their phone.

✓ 2. Call

The QR code directs them to a phone number.

✓ 3. Check In

They complete a brief AI-assisted phone conversation.

✓ 4. Capture

The system collects basic information such as their name, phone number and email address.

✓ 5. Identify Representation

The system asks whether they are already working with a real estate agent or mortgage lender.

✓ 6. Organize

The information can be captured in the CRM for appropriate follow-up.

Key Takeaway

Don't let your open house become a parade of anonymous visitors. Create a simple system for capturing prospective-buyer information.

SMART HOME SELLER TIP

Place your FSBO Buyer Check-In QR Code where visitors naturally see it when they enter, and make the process feel quick and easy.

✨ Magic Tip

You can't follow up with someone you can't find. Capture the connection while the buyer is standing in your home.

Myth vs. Fact

Myth:

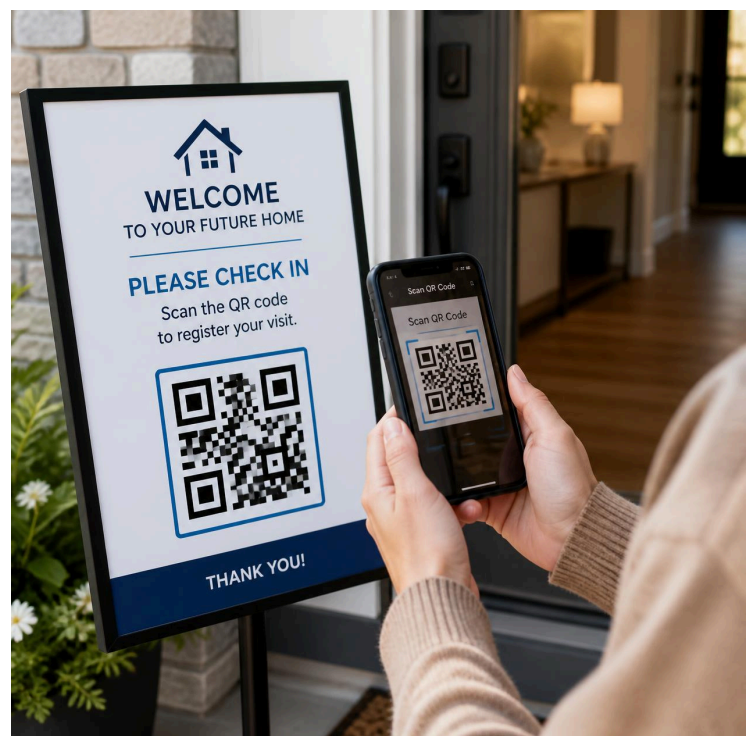
Serious buyers will always contact me after the showing.

Fact:

Buyers may visit multiple homes. A follow-up system helps continue the conversation.

Today's Action

- ☐ Display your FSBO Buyer Check-In QR Code.
- ☐ Test the AI phone check-in.
- ☐ Confirm information reaches the CRM.
- ☐ Prepare your follow-up process.



THE AI-ASSISTED BUYER FOLLOW-UP SYSTEM

The Open House Ends. The Follow-Up Begins.

Capturing a visitor's information is only the first step.

The FSBO Data Trade is designed to help organize prospective buyers in a CRM and create a follow-up process after they visit your property.

The goal is simple: find out what happens next.

THE FOLLOW-UP PATH

✓ Buyer Visits Your Home

Their information is captured through the check-in process.

✓ Contact Is Organized

The buyer can be entered into the CRM for appropriate follow-up.

✓ Follow-Up Begins

The system can help reconnect with the prospective buyer.

✓ Do They Like Your Home?

If yes, the conversation can continue toward the appropriate next step.

✓ Do They Need Financing Help?

When appropriate, Tres can assist prospective buyers with mortgage financing.

✓ Is Your Home Not the Right Fit?

They may still be a legitimate homebuyer looking for another property.

✓ Do They Need Real Estate Help?

When appropriate and when they are not already represented, the real estate team may have an opportunity to help with their continued home search.

Key Takeaway

The value of buyer information is not simply capturing it. The value comes from appropriate, consistent follow-up.

SMART HOME SELLER TIP

Follow up while the property is still fresh in the buyer's mind. Ask what they liked, what concerned them and whether they have questions.

✨ Magic Tip

Someone who says "No" to your house may still be saying "Yes" to buying a house.

Myth vs. Fact

Myth:

If a visitor doesn't buy my home, the lead has no value.

Fact:

They may still be an active buyer who needs a different property, financing assistance or professional guidance.

Today's Action

- Confirm visitors enter the CRM.
- Establish your follow-up process.
- Track buyer interest and feedback.
- Identify buyers who request additional help.

FSBO BUYER CHECK-IN QR CODE



AI-ASSISTED BUYER CHECK-IN



NAME • PHONE • EMAIL



AGENT & LENDER STATUS



CRM



AI-ASSISTED FOLLOW-UP



INTERESTED IN YOUR HOME?

YES → Continue the Home-Buying Conversation

NO → May Need Help Finding Another Home

PRINCIPLE #8: AVOID THE TRAPS OF UNQUALIFIED BUYERS

Interest Doesn't Always Equal Ability

One of the risks of selling your own home is accepting an offer from a buyer who ultimately cannot complete the purchase.

Once your home is under contract, you may reduce or stop marketing it while the buyer works toward closing. If their financing fails, valuable time may be lost.

QUESTIONS THAT MATTER

✓ Why Are They Buying?

Understanding motivation can help clarify their seriousness.

✓ What Are They Looking For?

Determine whether your property actually meets their needs.

✓ What Is Their Timeline?

Their desired closing date should work with yours.

✓ Have They Discussed Financing?

Determine how far they have progressed with a mortgage professional.

✓ Has Their Financial Information Been Reviewed?

There is a difference between a casual estimate and a thorough loan review.

✓ Are There Financing Conditions?

Understand that financing may still depend on the property, appraisal and other requirements.

Key Takeaway

An offer is only valuable if the buyer has a reasonable path to completing the purchase.

SMART HOME SELLER TIP

Before relying on a financed offer, understand what level of financing review the buyer has completed.

✨ Magic Tip

The highest offer isn't always the strongest offer. The ability to close matters.

Myth vs. Fact

Myth:

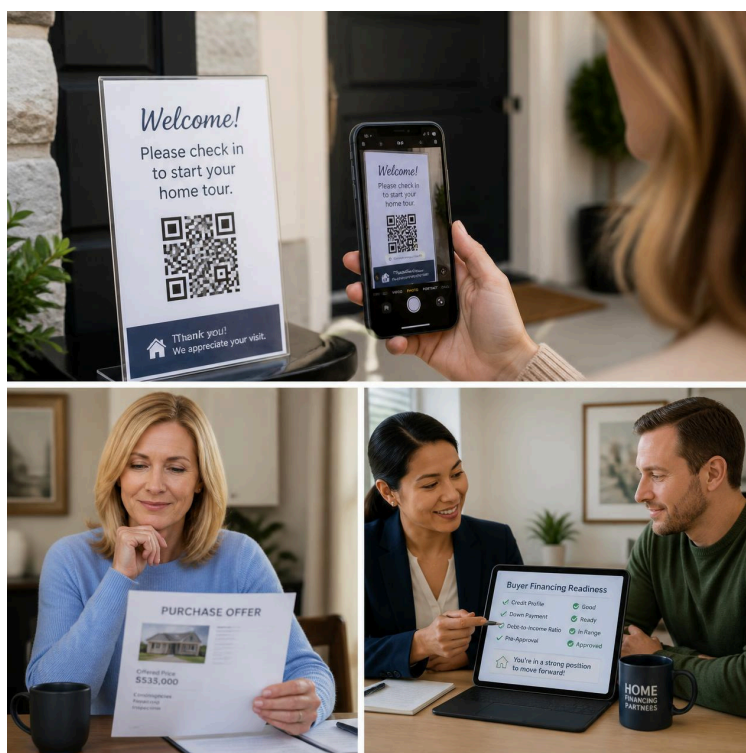
A prequalification guarantees the buyer can close.

Fact:

Final financing can depend on additional borrower and property requirements.

Today's Action

- ☐ Ask about financing readiness.
- ☐ Understand the buyer's timeline.
- ☐ Review financing contingencies.
- ☐ Identify important deadlines.



QUALIFY THE OPPORTUNITY, NOT JUST THE BUYER

Protect Your Time and Your Transaction

The FSBO Data Trade buyer-capture system helps identify prospective buyers early in the process.

During the AI-assisted check-in, visitors can indicate whether they are already working with a real estate agent or mortgage lender. This information helps determine the appropriate next step.

THREE POSSIBLE PATHS

✓ Buyer Has an Agent & Lender

Respect their existing professional relationships while allowing them to evaluate your property.

✓ Buyer Needs Financing Assistance

When appropriate, Tres can help them explore mortgage qualification and financing options.

✓ Buyer Needs Real Estate Assistance

If your property is not the right fit and they are not represented, the real estate team may be able to help them continue their search.

WHY THIS MATTERS TO YOU

A professional follow-up process can help identify which visitors have genuine interest in your home and which may need additional assistance before they are ready to purchase.

The goal is not simply to collect names.
The goal is to understand the opportunity behind each visitor.

Key Takeaway

Buyer capture and follow-up can help separate casual traffic from buyers who may be ready to take the next step.

SMART HOME SELLER TIP

Use your CRM to track interest, questions and follow-up—not just names and phone numbers.

✨ Magic Tip

Ten visitors are less valuable than one ready, willing and able buyer.

Myth vs. Fact

Myth:

Every person touring my home is ready to buy.

Fact:

Buyers may be at very different stages of their home-buying journey.

Today's Action

- Review your buyer database.
- Identify interested buyers.
- Track financing readiness when known.
- Follow up appropriately.



How can we help you?

- **Has Agent & Lender**
I'm all set!
- **Needs Financing**
I'd like to speak with a lender.
- **Needs Real Estate Help**
I'd like to speak with an agent.

Thank you!

PRINCIPLE #9: NEGOTIATE WHAT YOU WANT & NEED

There's More to an Offer Than Price

When an offer arrives, the purchase price may receive most of your attention—but it is only one part of the transaction.

A strong negotiation considers the entire offer and how its terms affect your goals.

REVIEW THE COMPLETE OFFER

✓ Purchase Price

How does it compare with your target?

✓ Financing

What type of financing is the buyer using?

✓ Earnest Money

Understand the amount and applicable terms.

✓ Closing Date

Does the proposed timeline work for you?

✓ Possession

When will the buyer expect to take possession?

✓ Seller Concessions

Is the buyer asking you to pay certain costs?

✓ Inspection Terms

Understand inspection rights and deadlines.

✓ Appraisal

Consider how financing and appraisal requirements may affect the transaction.

✓ Included Items

Be clear about what stays with the property.

Key Takeaway

The best offer is not automatically the one with the highest price. Evaluate the complete transaction.

SMART HOME SELLER TIP

Before receiving an offer, write down your "must-haves," your preferences and the items where you have flexibility.

✨ Magic Tip

Good negotiations happen when you know what matters most before someone asks you to give it up.

Myth vs. Fact

Myth:

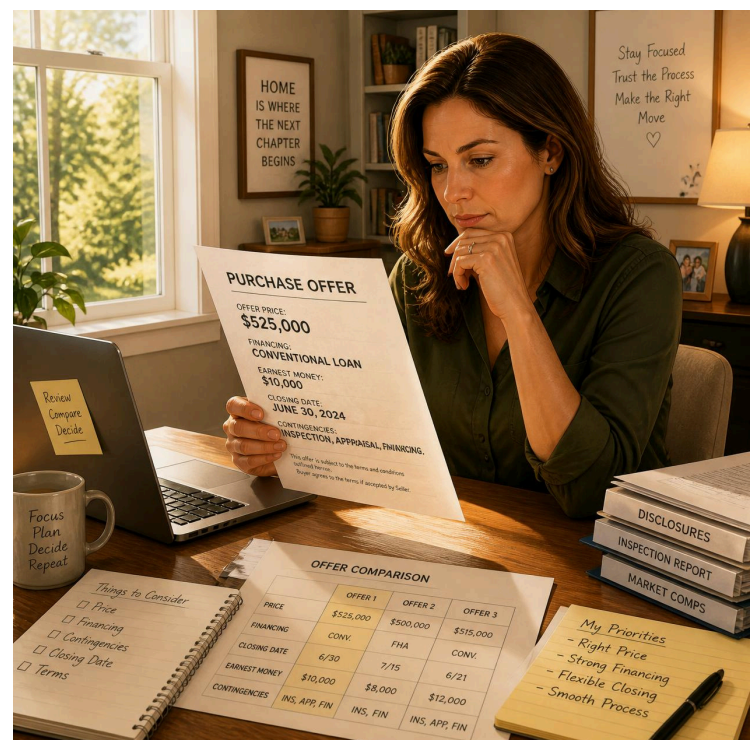
Negotiating a home sale is only about price.

Fact:

Timing, financing, concessions and contingencies can materially affect an offer.

Today's Action

- ☐ Define your ideal closing date.
- ☐ Identify your must-have terms.
- ☐ Identify negotiable items.
- ☐ Review the complete offer.



PRINCIPLE #10: DOCUMENTS & PAPERWORK

From Handshake to Closing

Once you reach an agreement with a buyer, the transaction becomes increasingly dependent on documents, deadlines and professional coordination.

The exact documents required depend on your transaction. This guide is educational and is not a substitute for legal advice.

DOCUMENTS & STEPS MAY INCLUDE

- ✓ Written purchase agreement
- ✓ Seller property disclosures
- ✓ Required addenda
- ✓ Earnest-money documentation
- ✓ Title and escrow information
- ✓ Inspection documents
- ✓ Repair agreements or amendments
- ✓ Financing documentation
- ✓ Appraisal coordination
- ✓ Closing disclosures and settlement documents
- ✓ Deed and transfer documents

BUILD YOUR PROFESSIONAL TEAM

Depending on your transaction, consider working with appropriate licensed professionals, which may include:

- ✓ Title and escrow professionals
- ✓ Real estate professionals
- ✓ Mortgage professionals
- ✓ Home inspectors
- ✓ Appraisers
- ✓ Qualified legal or tax professionals when needed

Don't rely on a handshake when the transaction requires a document.

Key Takeaway

Selling the home yourself does not eliminate the need for proper documents, deadlines and professional services.



SMART HOME SELLER TIP

Create one transaction file—digital or physical—and keep contracts, amendments, disclosures and important communications organized.

✨ Magic Tip

Paperwork isn't exciting until the missing piece delays your closing.

Myth vs. Fact

Myth:

A FSBO sale can be completed with a simple handshake agreement.

Fact:

Real estate transactions involve written agreements, disclosures and closing requirements.

Today's Action

- ☐ Identify your title/escrow provider.
- ☐ Organize transaction documents.
- ☐ Track important deadlines.
- ☐ Seek professional help when needed.



FROM ACCEPTED OFFER TO CLOSING

Keep the Transaction Moving

Accepting an offer is an important milestone, but the transaction is not finished.

The period between contract and closing requires attention to deadlines, inspections, financing, appraisal, title work and final settlement.

THE CLOSING ROADMAP

✓ Offer Accepted

Confirm the agreement and review every important deadline.

✓ Earnest Money

Follow the requirements and timing established in the purchase agreement.

✓ Title & Escrow

Begin the title, settlement and ownership-transfer process.

✓ Buyer Inspection

Prepare for inspections and any resulting negotiations or amendments.

✓ Buyer Financing

The buyer continues through the mortgage approval process.

✓ Appraisal

Financed transactions may require an appraisal of the property.

✓ Conditions Resolved

Complete agreed-upon repairs, documents and transaction requirements.

✓ Final Walkthrough

The buyer may verify the property's condition before closing.

✓ Closing

Complete the required settlement documents and transfer of ownership.

Key Takeaway

An accepted offer begins the transaction. A completed closing finishes it.



SMART HOME SELLER TIP

Create a master timeline immediately after accepting an offer and track every important date.

✨ Magic Tip

Momentum matters. Small delays can become big delays when deadlines depend on each other.

Myth vs. Fact

Myth:

Once I accept an offer, my work is finished.

Fact:

Inspection, financing, appraisal, title and closing may still need to be completed.

Today's Action

- ☐ Create your closing timeline.
- ☐ Record contract deadlines.
- ☐ Identify responsible parties.
- ☐ Track progress to closing.

**ACCEPTED OFFER →
EARNEST MONEY →
INSPECTION →
FINANCING →
APPRAISAL →
TITLE →
FINAL WALKTHROUGH →
CLOSING**

YOUR FSBO ACTION CHECKLIST

Your Roadmap to a Successful Sale.

Use this checklist to review your progress from preparation through closing.

PREPARE

- ☐ Establish a market-supported price
- ☐ Improve curb appeal
- ☐ Stage and declutter
- ☐ Complete important repairs

MARKET

- ☐ Take quality photographs
- ☐ Prepare property information
- ☐ Create signs and marketing materials
- ☐ Promote showings and open houses

CAPTURE & FOLLOW UP

- ☐ Test Property Information QR Codes
- ☐ Activate and test the FSBO Buyer Check-In QR Code
- ☐ Confirm the AI-assisted buyer check-in is working
- ☐ Confirm buyer information reaches the CRM
- ☐ Track visitor interest
- ☐ Follow up with prospective buyers
- ☐ Identify agent and lender status when provided

NEGOTIATE & CLOSE

- ☐ Evaluate the complete offer
- ☐ Understand buyer financing
- ☐ Track contract deadlines
- ☐ Coordinate appropriate professionals
- ☐ Complete the transaction through closing

Key Takeaway

A written checklist helps turn a complicated home sale into manageable steps.

SMART HOME SELLER TIP

Review this checklist weekly and focus on the next unfinished step—not the entire transaction at once.

✨ Magic Tip

The sellers who look lucky at closing are often the ones who prepared before listing.

Myth vs. Fact

Myth:

Successful FSBO sellers figure everything out as they go.

Fact:

Preparation and repeatable systems can reduce surprises.

Today's Action

- ☐ Mark completed items.
- ☐ Highlight unfinished items.
- ☐ Identify your next three steps.
- ☐ Ask for help where needed.



MOVING FORWARD WITH CONFIDENCE

You Keep the Equity. We Trade Value for Opportunity.

Choosing to sell your home yourself is a decision to take greater control over the selling process.

The FSBO Data Trade is designed to support that decision—not talk you out of it.

You receive access to education, strategies and systems designed to help you prepare, market and manage your FSBO sale.

Our team receives the opportunity to appropriately assist prospective buyers who may need mortgage or real estate help.

YOUR SUPPORT TEAM

Kim Miller — Real Estate Resource
Provides real estate expertise and educational guidance within the appropriate scope of her professional role.

Tres Miller — Mortgage Resource
Provides mortgage expertise and can assist prospective buyers who request help with financing.

THE FSBO DATA TRADE

- ✓ You remain in control of your sale
- ✓ You work to protect your equity
- ✓ We provide educational resources
- ✓ You can use buyer-capture technology
- ✓ The CRM helps organize buyer information
- ✓ AI-assisted systems support follow-up
- ✓ Prospective buyers can request additional help

FINAL THOUGHT

You don't have to give away your equity to gain access to valuable resources. That's the idea behind the trade.

Key Takeaway

The FSBO Data Trade combines homeowner control with education, technology and professional resources.



SMART HOME SELLER TIP

Build your system before you put up the sign. Preparation makes every step that follows easier.

✨ Magic Tip

The goal isn't simply to put a FOR SALE sign in the yard. The goal is to eventually replace it with SOLD.

Myth vs. Fact

Myth:

I have only two choices—hire someone to do everything or do everything alone.

Fact:

You can remain responsible for your FSBO sale while using appropriate professional resources along the way.

Today's Action

- ☐ Schedule your FSBO strategy conversation.
- ☐ Review your 10-principle roadmap.
- ☐ Prepare your buyer-capture system.
- ☐ Get ready to launch.



ACCESS YOUR FREE FSBO RESOURCES

You Keep Control. We Provide the Resources.

As a homeowner participating in the FSBO Data Trade, you can request access to several complimentary resources designed to help you prepare, market and manage your For Sale By Owner process.

FREE COMPARATIVE MARKET ANALYSIS (CMA)

Kim Miller can prepare a complimentary Comparative Market Analysis to help you better understand recent sales, current listings and competing homes in your area. A CMA can provide useful market information as you determine how to position and price your property.

FREE FSBO BUYER CHECK-IN QR CODE

When you hold an open house, you can request a customized FSBO Buyer Check-In QR Code. Visitors use the QR code to register, helping you know who has entered your home, maintain a record of prospective buyers and create a more organized visitor process.

AI-ASSISTED BUYER FOLLOW-UP

Buyer information collected through the check-in system can be organized in our CRM and used for automated follow-up. The system helps determine whether visitors remain interested in your home, have questions, need mortgage assistance or may need help finding another property. When appropriate, interested buyers can be directed back to you to continue the conversation about purchasing your home.

HOW THE DATA TRADE WORKS

You receive access to our 10 Principles of a Successful FSBO Sale, educational resources, professional guidance and available buyer-capture and follow-up technology.

In exchange, the buyer check-in system gives our team the opportunity to connect with prospective buyers who visit your home and may need mortgage or real estate assistance.

The FSBO Buyer Check-In QR Code is an important part of the Data Trade. As part of the FSBO Data Trade, homeowners using the buyer-capture system agree to display the FSBO Buyer Check-In QR Code and encourage visitors to complete the quick check-in at open houses and showings.

Key Takeaway

You receive tools and resources to help sell your home. The Data Trade gives our team the opportunity to assist prospective buyers who may need professional help.

✨ Magic Tip

The system only works when buyers use it. Make the FSBO Buyer Check-In QR Code visible, simple and part of every open-house visit.

YOUR NEXT STEP

- Request your complimentary CMA from Kim.
- Request your FSBO Buyer Check-In QR Code.
- Activate your AI-assisted buyer follow-up system.
- Test your FSBO Buyer Check-In QR Code before your first open house.
- Display and promote the FSBO Buyer Check-In QR Code at each open house.



Contact Information

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