

DANIEL ABREU



FOR SALE BY OWNER GUIDE

HELPFUL HINTS AND TIPS TO SELL YOUR HOME





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A LITTLE BIT ABOUT

Me



DANIEL ABREU

REALTOR® & TEAM LEADER



I'm Daniel Abreu, Team Leader of the Abreu Group. Growing up in the Tampa Bay Area, I moved to Southwest Florida in 2009 for law school. After graduation, I moved back to Tampa where I fully immersed myself in the real estate community as a REALTOR, title company, and real estate investor. Now I have returned to SWFL to continue assisting those in the community achieve their real estate dreams. Fluent in English, Spanish, and Portuguese.

“REAL ESTATE OPENED DOORS TO WORLD I NEVER EVEN IMAGINED POSSIBLE FOR ME. IT ALLOWS ME TO USE MY ENTIRE EDUCATION, SKILL SET, AND KNOWLEDGE IN A WAY THAT IS NOT ONLY FULFILLING, BUT ALLOWS ME TO TRULY HELP THOSE IN THE COMMUNITY REACH THEIR OWN GOALS.”

- Daniel

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THE SELLING TIMELINE AT A GLANCE



STEP 1

PREPARE YOUR HOME FOR THE MARKET

- ✓ Consider hiring an agent and review your options
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 2

STRATEGICALLY MARKET YOUR HOME

- ✓ Determine the price
- ✓ Professional photo/video
- ✓ Execute marketing plan

STEP 3

SHOW YOUR HOME

- ✓ Pre-showing checklist
- ✓ Negotiating offers

STEP 4

SELL IT!

- ✓ Go under contract
- ✓ Pre-closing checklist

HELPFUL HINTS FOR SELLING YOUR HOME



MARKETING YOUR PROPERTY

The majority of buyers start their home search online. Make sure you are on all home search sites. I highly recommend having professional photos done to upload to websites.

SHOWING YOUR PROPERTY

Make sure your home is clean and uncluttered before showings. Open windows, turn on lights, and light a candle. Make sure your valuables are safe and put away.

GUEST REGISTRY

Make sure to have potential buyers fill out a contact form before showing your property. For both safety reasons and so that you may follow up with them.

MAKE A FLYER

Create a flyer with listing details and photos, give the flyer to potential buyers as they enter your property. You can also include financing information so buyers will have an idea of the mortgage payments.

FILLING OUT DOCUMENTS

If you do not know the forms or understand what you are signing, do not sign anything. Hire a professional (some real estate agents will help for a flat fee or an attorney) to do it for you.

PREPARING YOUR HOME FOR THE MARKET

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass |
| <input type="checkbox"/> | <input type="checkbox"/> | Kitchen appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls where needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Electrical panel |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detectors |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean off counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean all appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize all drawers and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean floors |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels and stage decor |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove any unnecessary items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean any moldy areas |

LIVING & DINING ROOM

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash any dirty concrete
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint front door
<input type="checkbox"/>	<input type="checkbox"/>	Repaint exterior and trim if needed
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows inside and out
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways and patios
<input type="checkbox"/>	<input type="checkbox"/>	Mow the lawn and trim shrubs

BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Yard is clean and maintained
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Outdoor furniture staged and inviting
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash any dirty concrete
<input type="checkbox"/>	<input type="checkbox"/>	Fence is in good shape
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

CONSIDER THESE QUESTIONS

BEFORE RULING OUT HIRING A REAL ESTATE AGENT



- Do you know how to write a contract?
- Do you have the budget for photography and marketing?
- Do you know the market value of your home?
- Do you have a third party to negotiate on your behalf or will you be doing it directly with the buyer?
- Are you prepared to leave work for showings and arrange these on your own?
- Do you know how to prepare your home to sell for top market value?
- Do you know to qualify a potential buyer?
- Are you prepared for the process after an agreement has been reached?



SOMETHING TO CONSIDER

ACCORDING TO THE NAR, 37% OF CONTRACTS FALL THROUGH BECAUSE OF REPAIR ISSUES SELLERS COULD HAVE ADDRESSED BEFORE LISTING THEIR PROPERTY.

Once your buyers go under contract, they'll most-likely have inspections done on the property. If they are financing, the home will need to be able to pass the inspection in order to obtain home insurance and secure the loan. Because of this, consider making any repairs to your home prior to putting it on the market.

If it's recommended, schedule a pre-sale inspection. Then you'll know precisely what needs to be addressed from a functional standpoint. Invest in repairing major systems first. Think HVAC, plumbing, roofing, foundation, or electrical issues.

PRICING YOUR HOME

Wondering if you should price your home in line with the market or bump it up a little "just to see what happens?" Here's the answer: Overpricing your home (even by a few thousand) is the #1 way to sabotage your chances of getting top dollar for your home. Here's why:

- Buyer agents know what your home is worth and if a home is overpriced they're going to say so. A home priced correctly will ALWAYS generate more interest and sell faster.
- If you price your home higher than what it's actually worth, it may not appraise by the buyer's lender, and we risk losing a contract or going back to negotiations. If we go back on the market, that's a bad look for new potential buyers.
- The longer the home sits on the market, the worse it looks to potential buyers.

To get an accurate price on your home, I will gather data and help you analyze comps, location, size, age, condition, updates, and other factors that point to a price that will strike the right balance between current market conditions and the features that make your home attractive for buyers.



PRE-CLOSING CHECKLIST

Use this checklist to prepare for closing day.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your home insurance
- ☐ Cancel utilities
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your license, your keys/remotes, and any final utility bills to closing



MOVING CHECKLIST

Use this checklist to prepare for closing day.

4-6 WEEKS BEFORE

- ☐ Declutter, discard & donate
- ☐ Collect quotes from moving companies
- ☐ Locate schools, healthcare providers in your new location
- ☐ Secure off-site storage if needed
- ☐ Choose a mover and sign contract
- ☐ Create a file of moving-related papers and receipts
- ☐ Contact homeowner's insurance agent about coverage for moving
- ☐ Contact insurance companies to arrange for coverage in new home

3-4 WEEKS BEFORE

- ☐ Notify everyone about your change of address
- ☐ Notify utility companies of date to discontinue/ transfer service

2-3 WEEKS BEFORE

- ☐ Notify DMV of new address
- ☐ Discontinue additional home services (housekeeper, gardener/lawn service)
- ☐ Start using up things you can't move, such as perishable
- ☐ Notify utility companies of date to discontinue/ transfer service
- ☐ Arrange for child and pet care on moving day
- ☐ Notify HOA about upcoming move, reserve elevator usage

1 WEEK BEFORE

- ☐ Confirm final arrangements
- ☐ Arrange transportation for your pets and plants
- ☐ Pack an essentials box for quick access at new home
- ☐ Label moving boxes with the contents inside