

Answers to Your

For Sale By Owner

Most Frequently Asked Questions

From the
MilitaryByOwner Advertising Team

A Publication of



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Introduction



Listing Your Home as a “For Sale By Owner”: Your Questions Answered!



Whether you’ve already made the decision or are simply considering listing your home For Sale By Owner (“FSBO”), you’re sure to have questions.

Some questions you’ll already have thought about, but there will be others you haven’t even considered yet, such as:

- What should I include in my FSBO marketing plan?
- How do I prepare for an Open House?
- What should I know about negotiations?
- How do I set the selling price?
- And more!

We have answers! The team at MilitaryByOwner has put together the following information in response to YOUR most frequently asked questions.

CHAPTER 1



FAQ 1: How do I prepare my house and myself for a For Sale by Owner?

When listing a home For Sale By Owner, of course you'd like to earn more money than you'd spend. Time to crunch some numbers!

Let's break down some further questions about potential expenses and discuss your responsibilities as a home seller.

Do I need to make repairs/renovations?

If you're currently living in the home, you'll know that the roof doesn't leak, the furnace, air conditioner, water heater, and appliances are all in good working order, and there are no electrical, plumbing or drainage issues.



If the status of your house will pass a [home inspection](#) with flying colors, your "to do"

list may simply include cosmetic things like new paint, new flooring, or updating landscaping. These basic updates can give your home a fresh new look.

What do I do with our stuff?

If your household goods have yet to be packed up, you'll need to clear out enough space to accomplish any updates and for showing the home. This leads to a few more expenses:

- Purchasing boxes or totes for your belongings
- Renting a storage unit
- Moving your goods to a storage facility.

As you empty each room, keep in mind the “less is more” mantra. It’s important to make a good impression with your listing photos and open house tours ahead.

Do I need to hire a professional photographer?

Since your home is your pride and joy, plan for pictures that portray how well you’ve taken care of it. Hiring a professional photographer could be worth the investment for photos that [set your home apart](#) from others.

When choosing the images to use with your marketing plan, think about how the photos may look in different formats in your online listing. Upload the photos at a resolution that allows the images to be enlarged or reduced in size.

Viewing the layout of a home with an online tour may be particularly appealing to a military family house hunting from miles away. A variety of software is available to merge photos with text and even music. Learn more in MilitaryByOwner’s post [Tips for Creating a Dynamic Virtual Home Tour](#).



Should I “stage” my home?

Hiring a professional home stager is an easy way to highlight the best features of your home.

The more clean and spacious a home appears, the more attention it may grab. Follow along for more details about home staging later.

What documents will I need?

Preparing for a FSBO is a little like putting together a puzzle. Piece by piece, you'll need to find important papers and files. You're looking for:

- property assessments and surveys
- declarations, covenants, or deed restrictions
- pest or environmental inspection results
- billing statements from taxes and utilities
- receipts from household maintenance, repairs, and upgrades.

The task of collecting crucial paperwork is similar to compiling a [PCS binder](#)!

Much like a military move, the more organized you are, the more smoothly things will go.



How do I market my home?

MilitaryByOwner takes all the guesswork out of coming up with a marketing plan. With one simple click on your choice of an [advertising package](#), you'll have all the tools needed to make your FSBO listing a "must-see."

Later in this e-book, you'll find more details on advertising with MilitaryByOwner.

[Click here to Download Legal Forms for Your Home Sale](#)

What fees do I need to budget for?

Keep in mind the expenses that may pop up with a real estate transaction, such as legal fees, broker fees from the buyer's agent, and taxes on capital gains.

Additionally, be aware of possible fees from:

- the escrow company
- a mortgage appraisal
- the termite inspection and/or home appraisal
- the property transfer or transfer tax
- the homeowners insurance or home warranty
- the title insurance
- along with any other costs at closing.

In reality, these items may not tally up to much. However, prepare your budget with enough money to cover these and any other expenses. Your goal is come out ahead with the sale of your house. This may help define how low you are willing to go when negotiating with a buyer.



For Sale by Owner

Could this be an option for me?

Good Reasons to Sell your Home Yourself

You are an excellent planner.

You have done this before.

You are not in a rush.

You can afford to properly market your home.

You have the time and energy to see it through.

You know the highlights of your home.

You know the quality of your neighborhood.

You are comfortable dealing with people.

Good Reasons Not to Sell your Home Yourself

You simply do not have the time required.

You are not able to be at home during the day or weekend.

You need to move very quickly.

You feel awkward with strangers in your home.

You are alone for showings and don't feel safe.

You cannot remove your emotions from the deal.

You are uncomfortable with negotiations.

CHAPTER 2



FAQ 2: How do I set the price for my home?

Diligent research is the primary method to accurately price your home for a FSBO. Begin by collecting the following information:

- Review comparable listings and sales in your desired locations.
- Determine how your local housing market is trending.
- Calculate your home's cost per square foot.
- MilitaryByOwner's first e-book, [For Sale By Owner: Is It an Option for You?](#) offers in-depth strategies on how to start the research for pricing your home.

After the initial research is complete, it's time to delve deeper into understanding the housing market in your area by observing comparable homes that have sold. Noticing the difference between the asking pricing and the final price will be very helpful to guide expectations for your sale. Conversely, if a home has lingered on the market, understanding *why* is also a supporting factor for pricing the property.

Watching Trends

Although the local market predominantly dictates property values, an overall understating of [home and mortgage prices nationwide](#) further refines the necessary information to compute an accurate price point.

Realtor Magazine predicts mortgage rates will increase in 2017, as will home appreciation. These factors coupled with a tight inventory will cause home sales to stabilize compared to the growth seen in recent years.





Some specific tactics to guide your home pricing research:

- Pay for a professional home appraisal to know exactly how much buyers will need to borrow.
- The Journal of Housing Research still recommends pricing under whole numbers. For example, use \$299,000 instead of \$300,000.
- Understand online real estate searches. If the home is priced at \$310,000, buyers who are interested in spending \$300,000 and under may not consider the extra \$10,000 for negotiation room.

Realize that pricing is fluid and changes should be made if warranted. The ultimate goal of course is to make the most profit with the least amount of hassle.

One of those unexpected changes might be a low appraisal, which is a possibility because appraisers often cannot keep up with markets that are selling quickly. A low appraisal is unfortunate, but there are ways to try and mitigate losses.

It's not easy, or successful often, but the appraisal can be appealed with compelling evidence as the newest market data from comparable homes surfaces. Second and third appraisals may be ordered, but at additional cost. Most commonly, the seller and buyer work on negotiations to hammer out the best deal for both parties.

Is there a best time of year for a FSBO?

Some real estate experts consider May the best time to sell your home, while MilitaryByOwner finds earlier in the spring ideal for listing homes pre-PCS.

Of course, there are several *but*s like regional factors such as weather. Warmer climates tend to have more flexibility with dates, and trendy markets will not subscribe to any typical time frame.

Military home sellers don't have the luxury of waiting for the perfect time frame, so after conducting the best pricing research possible—*that* is the best time to sell.

Basic principles of pricing strategies start with studying the competing houses, and as the owner, tallying the costs of preparing and selling the home in order to calculate the preferred profit.



WHAT IS MY HOME WORTH? VALUE

Factors to consider when pricing your home.



01 HOME'S LOCATION

Location is key and people will value different things. Factors include things like the quality of local schools, sense of community, nearby recreational opportunities, distance to work and medical, etc. Highlight the positives of your home's location.

02 CONDITION

Condition of the home is important. Does it need a new roof? Is the electrical up to date? How old is the hot water heater? Is the AC system efficient? A well maintained home will always command a higher price.



03 UPGRADES

Upgrades matter. You don't have to go overboard, but things such as a new front door, wooden deck, fresh paint, and updated appliances add value. Landscaping will also up the value of your home.

04 LAYOUT

Different things will matter to different people. Just keep in mind the principles of feng shui - the energy flow in your home is important and should be unimpeded. Show your home with the best possible flow and balance. This includes light and color.



CHAPTER 3



FAQ 3:

What should I include in a marketing plan for my FSBO?

Don't let creating a marketing plan for your home intimidate you! Not only do you have MilitaryByOwner Advertising to help market your property, you also have social media, as well as a voice in your own personal network.

Your marketing plan needs to consist of three main components: list online, advertise locally, and market personally.

List Your Home Online

When using MilitaryByOwner for your online listing, you'll want to pay close attention to your ad. Your online listing will compete against listings created by both For Sale By Owner as well as those from real estate agents. You'll want to take the time to write a positive description of your home accompanied with some fantastic photos showcasing your property.

Advertise Your Home Locally

Once you finesse your online advertisement, market it locally. While it is true that a great majority of home buyers search online, you may also pick up a potential buyer who happens to drive by.

If you choose the [Home Tour Plus package](#) from MilitaryByOwner, you'll receive one large yard sign and a small street pointer sign. If you choose one of MilitaryByOwner's other two advertisement packages, signage is not included but are available for separate purchase.

Get tips for
wording
your home
description




Market Your Home Across Your Networks

Don't forget the powerful **free** marketing tool of social media. Marketing your home on your social media accounts will push your advertisement out to a broader audience.

Social media is different from advertising sites like MilitaryByOwner, however. In [Use the Power of Social Media to Sell Your Home](#), we're reminded to take the time to respond to people's questions, concerns, and keep a friendly dialogue open.

“If someone responds to your posting through a tweet or a comment, meet them where they are and respond in kind, even if your post specified that they email you or private message you only. If someone is messaging you, they are interested in finding a home.”

Maintain an open dialogue. Even if the person messaging you is not interested for themselves, they may just know someone who is or might share your post!

A photograph of two women, one younger and one older, looking at a tablet together outdoors. The background is a blurred green space, possibly a park or residential area.

Military families are constantly on the move, and no one knows that better than you!

Listing your property with MilitaryByOwner, advertising locally near the military installation, and marketing socially with your military community are by far the best ways to reach that fellow military family who be a perfect fit for your home.

The Power of Photos in Your Home Ad

Photos are everything when it comes to a viewer's first impression of your home!

If you think about it, when you search for a new property, do you first click on the listing with grainy, dark photos or do you click on the vibrant high-definition quality one next to it? *Exactly.*



Take the time (and money) to polish your listing before posting. You'll find that the extra money spent will be made up on the back end!

Need some tips for creating your most effective property listing? Find more tips here:

- [Showcase Your Home Like an Agent](#)
- [7 Easy Tips for Writing a Home Listing that Sells](#)
- [How to Write an Amazing Home Sale Ad](#)
- [Why You Should Use Photos in Your Home Sale Ad](#)

FOR SALE BY OWNER

HOW TO MARKET YOUR HOME SUCCESSFULLY



Determine the Value

- Use comps of less than 6 months.
- Know the value of your location.
- Know the condition of your home.
- Consider an appraisal.
- Consider an inspection.

Stage your Home

- Deep clean, inside and out.
- Remove clutter.
- Depersonalize.
- Consider a neutral paint job.
- Make necessary repairs.

Attend to Curb Appeal

- Landscape.
- Put garbage cans out of sight.
- Give your front door a facelift.
- Highlight the entry.
- Consider removing problem trees.



Get Photos

- Crisp, clear, and uncluttered.
- Inside and out.
- As many as you can.
- Consider hiring a professional.
- Consider creating a Virtual Tour.

Advertise your Home

- Host an Open House.
- Use MilitaryByOwner.com.
- Use social media and online sites.
- Consider listing with the MLS.
- Tell everyone you know.

Be Available

- Be reachable.
- Be accommodating.
- Promptly return calls and emails.
- Be around on weekends.
- Be around during the day.



Screen Buyers

- Be businesslike and professional.
- Ask for pre-approval letter.
- Ask for their preferred closing date.
- Are they interested in making an offer?
- Will the offer have a contingency?

Leave an Organization Book

- Provide appliance warranties.
- Provide paint swatches and such.
- Leave a history of repairs.
- Tag the main water shut-off valve.
- List contact info for repair companies.

Congratulations!

- Hand over the keys and seal the deal!



CHAPTER 4



FAQ 4: How do I prepare my home for showings?

MilitaryByOwner's [first FSBO e-book](#) goes into detail about the repairs and curb appeal updates needed to prepare for an Open House. This is an excellent starting point, but the preparation process includes several more steps for both house and the homeowner.

Considering your home the “product” and marketing it in the best light will certainly make the effort of an Open House worth the work when the sale successfully closes.

Staging is an all-important step to understand.

Staging is really a simple concept. It is the preparation and showcasing of a home for sale, and can be broken down into two steps: **cleaning** and **styling**.

Cleaning

The [amount of cleanup a home needs](#) before an Open House is usually greatly underestimated because owners don't consider the clutter and junk removal first.

Surfaces cannot be cleaned, repaired, or painted if stacks of unnecessary objects remain.

Give yourself months to get this task accomplished if you can. This may mean purchasing storage space for personal items. House shoppers try to envision their things in your home, and your special mementos will throw their imaginations off.



Consider hiring cleaning crews to visit a couple of times to give you a head start. Ceiling to floor and corner to corner must be free of dust and grime. Dirty kitchens, bathrooms, and smelly carpets will shut buyer's interest down right as they walk in.

Styling

Styling encompasses many tasks. The first is to neutralize and modernize the interior as much as possible.

The "turnkey" mentality of buyers today requires sellers to paint with neutral, modern colors and replace outdated light fixtures and cabinet hardware.

Sellers should research easy and budget-friendly tactics they can do on their own, such as repositioning furniture to make the room appear more spacious.

Simple purchases like new linens for the bathrooms and bedrooms freshen the home's atmosphere. Pillows, throws, and flowers all add a high-end touch.

Professional stagers vary in pricing. They may simply come in and give suggestions or transform your house into the perfect show place. Professional stagers highlight the best features of your home while shifting buyers' eyes from the less desirable qualities.



Staging is one of best marketing tools for your Open House. For more specifics on staging your home, take a look at these MilitaryByOwner articles:

- [Home Staging 101](#)
- [Why Isn't My Home Selling?](#)
- [Get Your Home Open House Ready and Staged on a Budget](#)
- [Stage Your Home Like a Pro](#)

Tips for Your Open House

As the home's best representative, it's important to realize your attitude and appearance will be one of the first impressions potential buyers will encounter.

Business casual is likely the best dress code for sellers. Approachable but professional is the look buyers want to see.

Before the [Open House](#), prepare answers to questions buyers are likely to ask.

They'll probably inquire about taxes, schools, neighbors, and repairs. Correct and knowledgeable answers given with a smile will always be appreciated.



Other things to consider as you prepare for an Open House:

- Have a sign-in sheet for everyone who comes through the house to make it easier to follow up or notify of a price change.
- Remove pets and all evidence of pets for the day.
- Make your home welcoming with all the lights on, fresh flowers, and even a plateful of cookies.
- Remove personal items and photos. Prospective buyers will want to envision themselves in the home.
- Promote! Don't forget signage, posting on social media, and your MilitaryByOwner ad.

[Click here for even more tips for your Open House!](#)

HOME SALE CHECKLIST

Prepare your house to Sell!
SMART TIPS



Clean & Organize



The cleanliness factor cannot be overemphasized. Keep your home spit-shined while in the process of showing to potential buyers. Just as important is organizing closets and cupboards, as storage space is a huge selling point.



Declutter & Depersonalize



Remove personal photos and art. Hide stacks of magazines, mail, and paper piles. Store vitamins, prescriptions, lotions, and cosmetics behind closed doors.



Feng Shui & Flow



Ensure furniture fits the room it's in. Remove oversized pieces. Walk through your house from room to room and make sure you can move without hindrance. Ensure that home colors are complementary and balanced.



Light & Natural



Open up windows to let in natural light. Add floor and table lamps to dim areas. Use potted plants and flowers to enhance the energy in the room. Cheery and bright with a touch of outdoors feels healthful, making it a place you want to be.



Front & Center



As important as indoor preparation is the outdoor component. Tend to the yard and spruce up the front entrance. First impressions go a long way...if the front of your house looks neglected, your potential buyers may never come inside!

[View the MilitaryByOwner.com Resource Page](#)

MBO

CHAPTER 5



FAQ 5:

Do you have any tips for negotiating a home sale?

During the FSBO process, communicate honestly and efficiently. Consider the following points.

Entice

When showing your home to a buyer, be quietly confident. No sales pitch needed! The amenities of the house should speak volumes without added commentary. The goal is to stir a sense of longing from the buyer. You are offering the buyer an exclusive opportunity to purchase this property.

Be Relaxed

When meeting up with a buyer, take note of your body language. Rather than being fidgety, hurried or stressed, present yourself at ease, content, and even-keeled. Take a deep breath, relax your posture and portray a neutral facial expression.



Limit Chatter

Even if you hope to sell before an upcoming military move, no one needs to know your timeline! Keep PCS plans to yourself. Additionally, there's no need to share your reason for selling. If pressed for an answer, consider something vague, such as "It's time for us to move on."

If chatting and sharing with others is your thing, practice a more reserved response. Going over the proper words to say may ease your interaction with a buyer.

Investigate Financing

Be observant: Find out what a buyer is looking for in a home.

Be inquisitive: Investigate what a buyer can actually afford. Knowing what a buyer is prequalified for may give a sense of their purchasing power. Finding out the buyer's plans for financing may ensure that they follow through with their offer.

Narrow the Window

If an offer comes in low, and you're willing to work with the buyer, consider placing an expiration time on your counter offer. This may narrow the bargaining window.

For example, if the standard timing on a bid is 3 days, move it 2 days. This may be the motivation a buyer needs to make a decision. Plus, this may limit the amount of time your home is on the market.

Know Your Limits

Going into a FSBO, you'll already have a

good grasp of your finances. You'll have the lowest figure in mind that you could possibly accept. If an offer is too low, don't be afraid to walk away. Rather than selling for less than you'd prefer, have a back-up plan, such as keep the house and rent it out, or make renovations and list it again.

Having plans to fall back on reduces the pressure to settle for less. When a buyer realizes the seller is willing to walk away, they will more likely submit a more reasonable offer.

Keep Calm and Counter!

Buying and selling a home is an emotional rollercoaster. Both parties are riding towards the best deal.

If a buyer puts in a low ball figure, rather than being offended, counter the offer. Make a list of items which you're ok with backing down on, and items that can't budget.



**Avoid These 3
"For Sale By
Owner" Mistakes**

Remember...negotiating a home sale is a game of give and take. Be willing to negotiate as long as the outcome works well for you.



Negotiating your Home Sale



Do:

Get your home in the best condition possible.

Have at hand, relevant facts and comps to support your price.

Practice your presentation and be prepared for a variety of questions.

Monitor mortgage rates so you know what your buyer is working with.

Try to find out what motivates your buyer.

Put an expiration date on any counter-offer.

Require pre-approval letters.

Know ahead of time what you are willing to compromise on.

Be prepared to walk away from an unacceptable offer.

Don't:



Talk too much.

Over-price your home.

Underestimate the importance of negotiating face to face.

Get caught up in "yard-sale" haggling.

Divulge your timeline or reasons for selling.

Be pressured into compromising on hard-line items.

Appear desperate.

Get frustrated.

Take anything personally.

CHAPTER 6

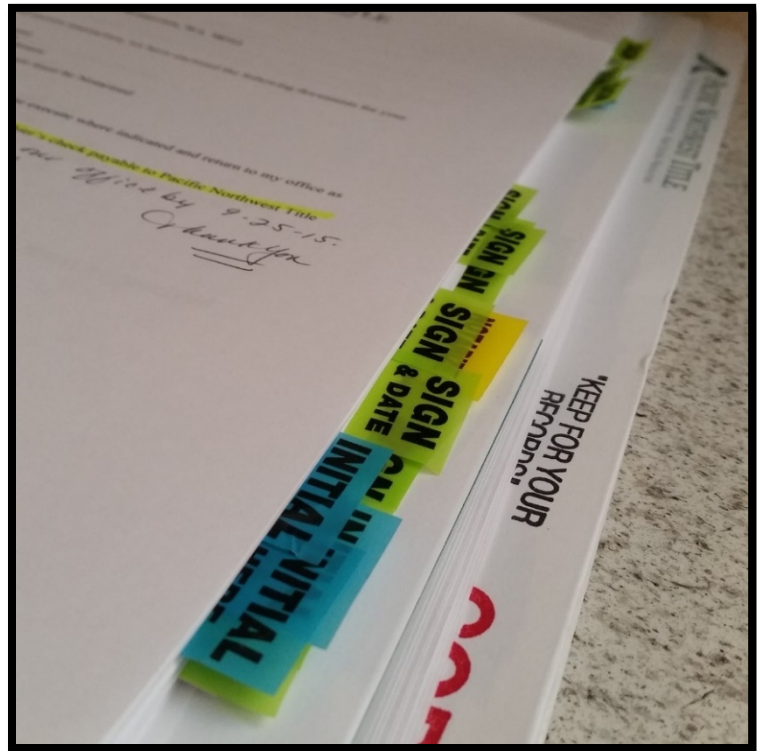


FAQ 6:

Do I need to hire an attorney to help sell my home?

You may choose to line up an objective third party, such as a real estate attorney. Note that, in some locations, having legal representation is a state requirement.

As military families, we follow many processes—from enrolling in DEERS to completing an international PCS. We know better than most that, no matter how iron-clad a process may appear, hiccups always arise. The closing process of a FSBO is no different.



When hiring an attorney, request a letter of engagement to define what services will be provided. An attorney may

- review the documents you've compiled
- prepare the FSBO contract
- protect and advocate rights
- advise as a [closing agent](#).

Many home sellers don't want to incur any unessential costs. You can use a standard form for completing the real estate transaction, which is a relatively simple and inexpensive form that provides state specifics for buyers and sellers. (See state forms [from MilitaryByOwner's partner U.S. Legal Forms](#))

However, using a standard form does not eliminate the greater risks inherent in purchasing real estate. If a claim arises later as to the legal ownership of the property, you could find yourself in a complicated situation. This could occur in a case such as if the home was part of an estate sale but a dispute existed over the proper ownership because of an unclear situation regarding a will.

Key Points to Know about Hiring a Real Estate Attorney

- The buyer has the legal right to select the real estate attorney, otherwise known as the closing attorney.
- The real estate attorney does not represent you specifically; instead, the attorney represents the entire real estate transaction, so he or she is making sure that every actor in the transaction is fulfilling their respective obligations, to include the buyer, seller, and escrow agent.
- Some states do not require that you have a real estate attorney as part of the closing process; in other states it is mandatory.

Tip: If you're looking for a military-friendly real estate attorney, browse the handy [MilitaryByOwner Business Directory](#).



For Sale By Owner

Do I need an attorney to close?



Real estate attorneys are not required for closing in every state, but you will need to hire a title company or settlement agent to close.

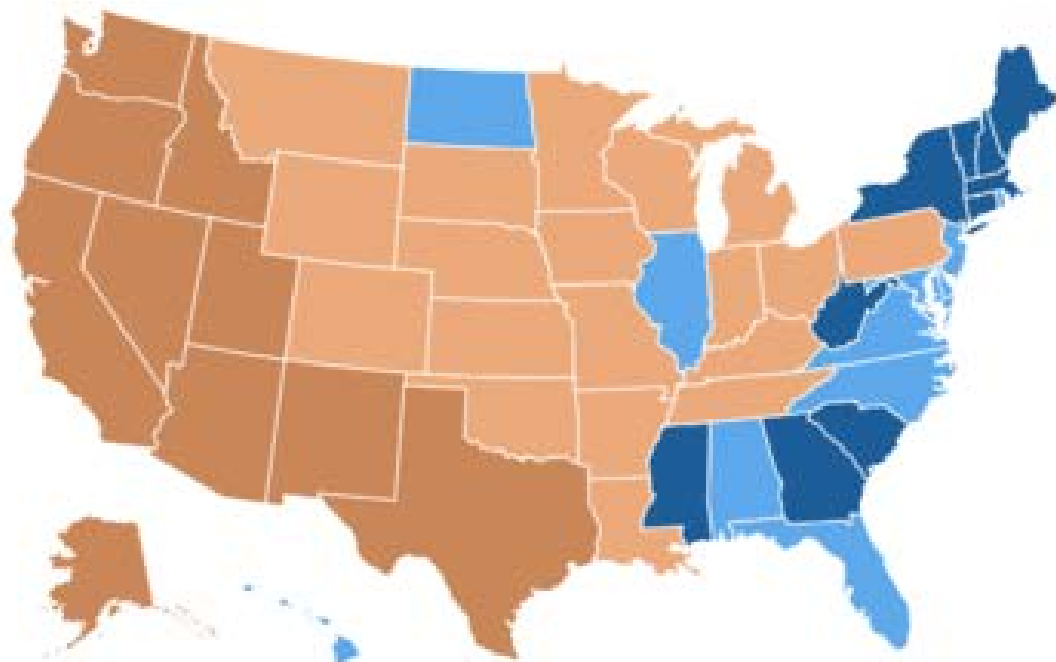
Some title insurance companies and mortgage lenders will require you to use a real estate attorney.

Real estate attorneys represent neither party, but rather the transaction itself, ensuring that the contract and paperwork are done properly and legally.

Real estate attorneys do not negotiate the contract, nor help you price your property.



Different states have different rules regarding closing a real estate transaction. Rules can vary within a state, and rules can change from year to year. Always be sure to verify the closing process in your state.



- States which require attorney to close.
- States which require attorney involvement to close (document prep, etc.)
- States where title co., agent, lender, attorney or a combination thereof can close.
- States where closing is usually handled by title company or escrow agent.

Resources

<http://relipster.com/real-estate-closing-agents/>

<http://www.superiortaryservices.com/>

CHAPTER

7



FAQ 7: How do I handle a contract with a contingency?

Home contingencies written into real estate contracts are often viewed as protection predominantly for buyers, but homeowners need to be aware of both the positive and negative impacts on the sellers.

There are several types of contingencies to consider.

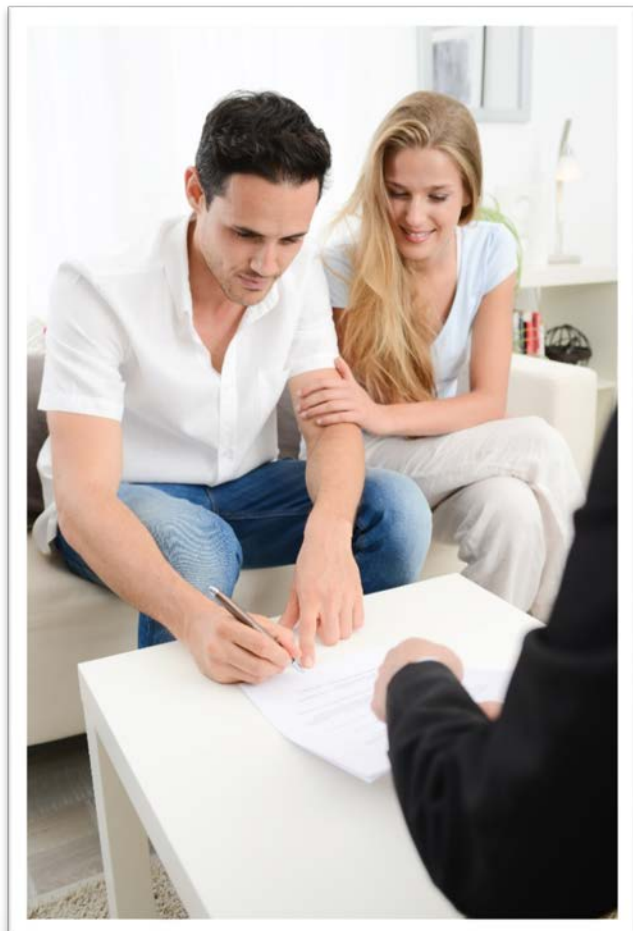
Appraised Contingency

Buyers often put these types of contingencies in the contract to protect themselves from an obligation to buy a house that is not appraised for a certain amount. Buyers may cancel the contract if the minimum appraisal is not met, but sellers may renegotiate the asking price to push the contract through.

This contingency requires a release date which buyers have to notify the seller of any problems with the appraisal or risk breaking the contract.

Financing/Mortgage Contingency

This type of contingency describes a concrete length of time agreed to by the buyer and seller for the buyer to secure financing for the purchase. If none is found, the buyer may walk away or get written consent from the seller for a longer length of time



Home Sale Contingencies

- Sale and Settlement
- Settlement

Sometimes, buyers are unable to sell their current home before purchasing the second home.

A *sale and settlement contingency* is a specified length of time for the buyer to successfully sell and settle their home sale. Sellers can continue to market their house during this time.

Typically, buyers will be given the option to remove this contingency after 24 to 48 hours if another offer comes in. The seller can also cancel the contract if the buyer's home doesn't sell during the specified length of time.

A *settlement contingency* is put in place if the potential buyer has an active contract to sell their current house, but has yet to make it to closing. Buyers are protected if something falls through at the last minute.

Sellers should investigate several scenarios before agreeing to a home sale contingency.

Remember, there isn't a guarantee the buyer's home will sell.



- Look into the buyer's asking price for their property. Is it accurate?
- How many days has it been on the market?
- Review the average amount of days other homes are selling in the same neighborhood, realizing as the seller, you could be waiting that long.

In a buyer's market, two other contingencies may be considered, one regarding the ability of the buyer to secure homeowner's insurance and the other concerns specifications dictated by the seller's homeowner's association, which the buyer may object to.

The Kick Out Clause

Sellers add this contingency to protect themselves from a home sale contingency. Sellers add a “Kick Out” clause to guarantee the home can continue to be marketed. If another buyer becomes seriously interested, the seller offers the first buyer a set time frame per contract to remove the home sale contingency or the seller can quit the contract and sell to the second buyer..

Inspection/Due Diligence Contingency

A *home inspection contingency* guarantees the buyer a timeline to have the home professionally inspected, normally about 5 to 7 days. If the results are unacceptable to the buyer, the deal can be called off. Or, the buyer may request repairs or concession money. If the seller doesn't agree to the concessions and/or repairs, the buyer's earnest money is returned.

A *cost of repair contingency* is occasionally added to the inspection contingency. It describes an amount of money for the needed repairs. If the inspection suggests the home will need more, the buyer can terminate the contract.



Home Selling
Resources

Contingencies are always framed within a specific time table that is beneficial to both parties, in hopes of avoiding broken contracts, lost earnest money, and law suits.

Offer \$
Contingent
upon...

Common Contingencies

An offer with a contingency is less appealing than one without, but certain types of purchase contingencies are common and should not raise any red flags.

- Home Inspection** -- It would be hard to find an offer without this contingency. If a major issue is found, the buyers can cancel the contract.
- Financing** -- If somewhere along the line the mortgage lenders underwriter finds an issue and denies the loan, this gives buyers a way out of the contract.
- Sale of Current Home** -- This contingency is usually accepted as a last resort, because even if it is agreed that you can continue to market the property, many people will be put off by the "under contract" designation.
- Home Appraisal** -- Buyers will want to be sure that the home is worth what they are offering to pay for it.
- Clear Title** -- Buyers will want to be assured that there are no liens or disputes of ownership.

★ *Remember, everything is negotiable.*



Chapter 8



FAQ 8: How can MilitaryByOwner help with my For Sale By Owner?

We're glad you asked!

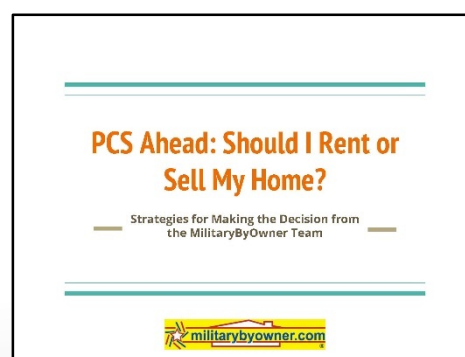
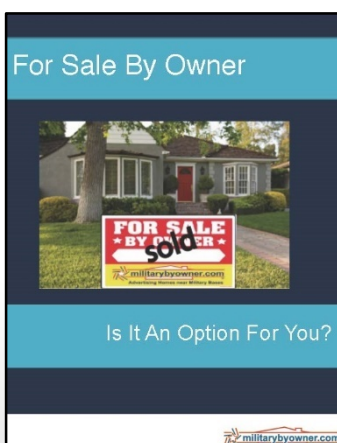
MilitaryByOwner stands ready to assist you in listing your home for sale or rent near all U.S. military bases. And did you know we also offer [resources](#) for renters, homebuyers, property managers, landlords and tenants?

Home Selling Resources

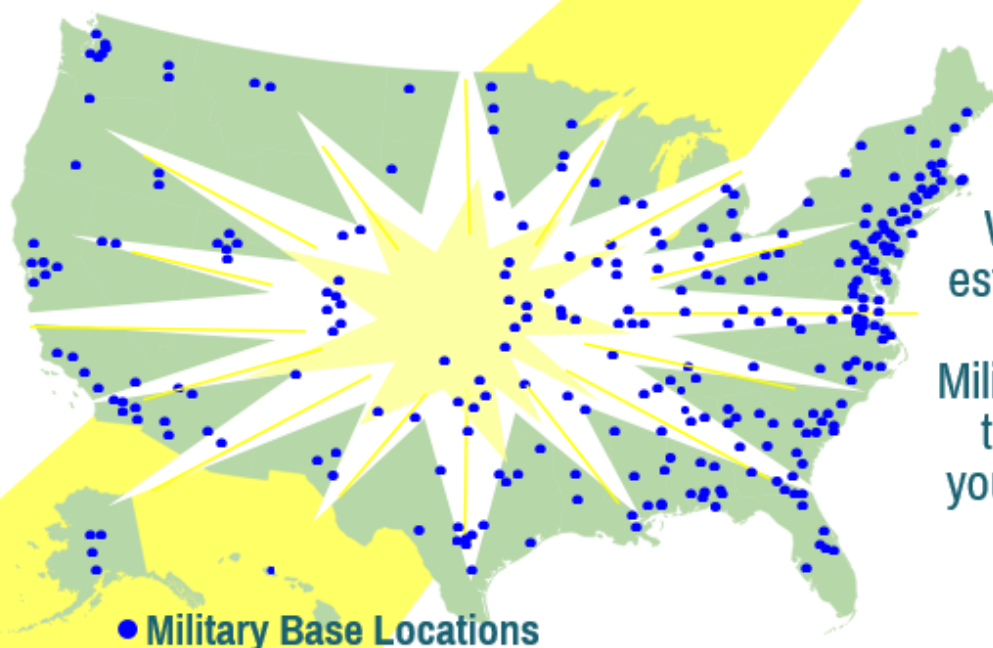
On the next page, you'll see outlined the home selling packages that MilitaryByOwner offers.

Please contact MilitaryByOwner's Customer Service for help with your home listing or any questions.

We've also published the following free e-books on selling your home, as well as multiple [resource articles](#) and [blog posts](#).



Why is this man whistling a happy tune? Because his house is no longer For Sale!



With over 17 years of established branding and marketing focus, MilitaryByOwner is the "go to" site for advertising your home near a military base.



BASIC AD
\$14.95

TEXT ONLY. Home advertised up to 45 days.

HOME TOUR AD
\$49.95

5 picture package. Home advertised up to 90 days.

HOME TOUR PLUS AD
\$79.95

Highest Posting Position. 40 pictures. Advertised up to 180 days. Free "For Sale" signs.



What People Say About Us...

★ TRUSTWORTHY

Thanks for a terrific service for military families. We continue to recommend MilitaryByOwner to friends in every military community we move to. Pat

AFFORDABLE ★

Your ad packages are priced so inexpensively that I always go for the highest package. Great bang for my buck! Chris

★ PROVEN SUCCESS

We've rented our house 3 times using MilitaryByOwner and each time in less than 24 hours ... and we've had the best renters! Patty

NICHE MARKET FOCUSED ★

Fantastic service! Because of the exposure on your site I had a new tenant within days... no gap in tenants. Mike

★ USER FRIENDLY

Very easy website to navigate. Found a great home in a great neighborhood. Would definitely use again. Mychael

CUSTOMER SERVICE ★

I am extremely impressed with the response time and how understanding and accommodating MilitaryByOwner is! You do not see customer service like this everyday! I really appreciate it! Amy

Contributors



Mary Ann Eckberg, originally from Nebraska, is a writer, a dreamer, an animal rescue softie, a laundry ninja, a football fanatic, and a cupcake connoisseur. Honored to be a military spouse, Mary Ann collects good friends and good memories at every assignment. Follow her adventures with blog posts at [MilitaryByOwner's blog](#).



Danielle Keech has been married to her Marine for 3 years. During her short time of involvement with the military, she's learned the importance of flexibility, like most military spouses! With dinners spoiled due to late arrivals, watching weekend plans dissolve into nothing, and struggling to decide a career path, she's just like you. Danielle enjoys [writing about military spouse and family issues](#). She hopes to help other spouses in similar situations while creating a dialogue so that she can learn from you, as well.



Jen McDonald is the Content Editor for MilitaryByOwner Advertising. She's the author of the book *You Are Not Alone: Encouragement for the Heart of a Military Spouse*, and has been published in several books and numerous national publications. An Air Force spouse for 28 years, this mom of four now also finds herself the mom of an active duty son. Jen regularly writes about military life, parenting, and homeschooling. See more at [Jen McDonald: You Are Not Alone](#).



Dawn Smith is a mom to one daughter and has been married to her husband and the Army for 17 years. Not surprisingly, she has a recurring case of wanderlust and is known to report on her travels frequently. She is a writer during the day with a serious habit of HGTV/House Hunters viewing at night. Dawn is pleased to share her experiences with MilitaryByOwner and others hoping to simplify family journeys of all kinds. Follow [Dawn on Pinterest](#) for more ideas and resources.



A longtime Army spouse, **Christy Shields** has been with MilitaryByOwner since 2009 and works mainly in Customer Service and Content Management. Christy also occasionally writes for the MilitaryByOwner blog and creates supporting Infographics for various MilitaryByOwner publications and social media. Christy enjoys singing and playing the piano, reading fantasy and science fiction books, growing herbs, and hiking in the great outdoors.

