

**Thinking About Selling  
Your Home on Your Own?**



**What You Should Know About...  
“For Sale By Owner”**



# Are You Prepared to Go It Alone?

The For Sale By Owner (or FSBO) route can be a frustrating and potentially a costly experience.

To be successful you'll need:

- **Marketing Capabilities**
- **Financial Experience**
- **Legal Experience**
- **Ability to stay close to home for days, weeks, or maybe months to show your home**
- **You'll also need to be accessible during regular working hours**



# Leave Your Worries Behind with the CENTURY 21<sup>®</sup> System

- **Gain access to a comprehensive array of marketing services**
- **Guaranteed online exposure through:**
  - our Global Referral Network
  - [www.Century21.com](http://www.Century21.com)
  - [www.Century21espanol.com](http://www.Century21espanol.com)
  - The CENTURY 21 State Web Sites



# Leave Your Worries Behind with the CENTURY 21<sup>®</sup> System

- You'll receive support from a team of real estate specialists
- Plus - the CENTURY 21 *Connections*<sup>SM</sup> Program can help you save time and money\*\*

*Offers include: home services, transportation and various financial and real estate services♦*

♦Where available

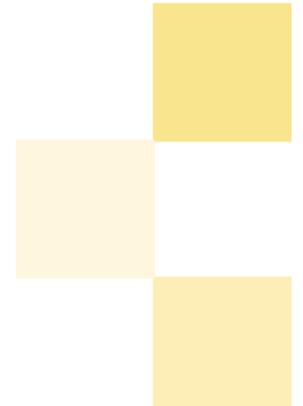


# Top 10 Reasons for Real Estate Representation

## 1 Optimize Sales Price



## 2 Get Your Home Ready to Show

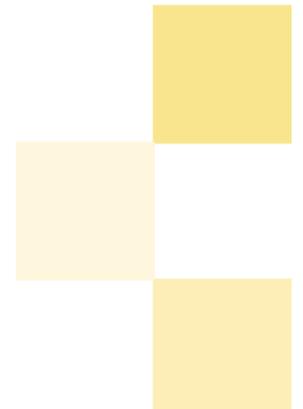


# Top 10 Reasons for Real Estate Representation

**3 Maximize Your Property's Exposure in the Marketplace**

**4 Buyers Are More Comfortable Contacting Agents**

**5 Pre-Screen Prospective Buyers**

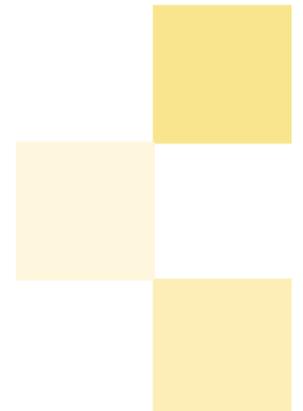


# Top 10 Reasons for Real Estate Representation

**6 Help Guard Against Misrepresentation And Claims**

**7 Provide Buyers with Community Information**

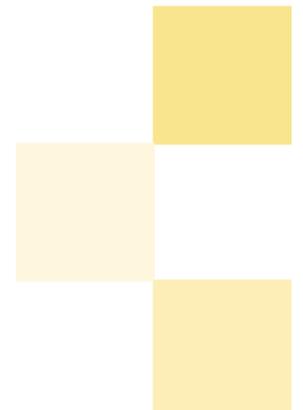
**8 Ensure Privacy, Confidentiality and Safety for Both Sellers and Buyers**



# Top 10 Reasons for Real Estate Representation

**9** Negotiate for Top Dollar

**10** Access to the CENTURY 21<sup>®</sup> Customized Marketing System



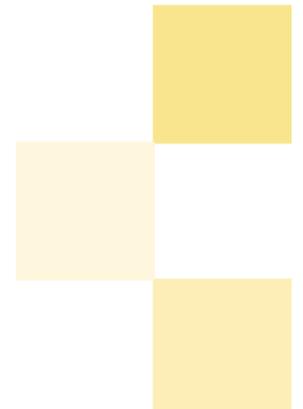
# Tips on Selecting the Best Agent

- Interview at least three agents
- Check out each agent's references
- Notice the Agent's professional demeanor
- Listen to the Agent's knowledge of the current marketplace



## Here are some of the questions you might want to ask the potential agent:

- **How long have you lived in or served the particular area?**
- **How long have you been selling real estate?**
- **How accessible are you? Do you have voicemail, Email, a pager, and/or a cell phone?**
- **How will you keep me updated throughout the entire process?**
- **Why should I list my home with you?**



# Let Your CENTURY 21<sup>®</sup> Professional and our Customized Marketing System do the work for you.

CENTURY 21<sup>®</sup> Customized Marketing System

	CENTURY 21	Competitors	
	Yes	A	B
<b>Common Marketing Services</b>	Yes		
• Multiple Listing Service*	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Local Advertising	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Yard Sign	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Agent/Office Preview	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Open House	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Required Property Disclosures	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Competitive Market Analysis	✓	<input type="checkbox"/>	<input type="checkbox"/>
<b>CENTURY 21<sup>®</sup> Customized Marketing Services</b>	Yes		
• CENTURY 21 Internet Marketing Program	✓	<input type="checkbox"/>	<input type="checkbox"/>
• www.century21.com	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Mortgage Calculator	✓	<input type="checkbox"/>	<input type="checkbox"/>
• My CENTURY 21	✓	<input type="checkbox"/>	<input type="checkbox"/>
• List My Property	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Home Notifier	✓	<input type="checkbox"/>	<input type="checkbox"/>
• 50 States Presence	✓	<input type="checkbox"/>	<input type="checkbox"/>
• Neighborhood Profiles	✓	<input type="checkbox"/>	<input type="checkbox"/>
• E-mail Communication	✓	<input type="checkbox"/>	<input type="checkbox"/>
• CENTURY 21 National Advertising	✓	<input type="checkbox"/>	<input type="checkbox"/>
• CENTURY 21 Global Referral Network	✓	<input type="checkbox"/>	<input type="checkbox"/>
• CENTURY 21 Seller Service Pledge <sup>®</sup>	✓	<input type="checkbox"/>	<input type="checkbox"/>
• CENTURY 21 Quality Service Survey	✓	<input type="checkbox"/>	<input type="checkbox"/>
• CENTURY 21 1-800-4-HOUSES	✓	<input type="checkbox"/>	<input type="checkbox"/>
<b>My Personalized Marketing Services</b>	Yes		
• Customized Strategies Developed For You	✓	<input type="checkbox"/>	<input type="checkbox"/>
• CENTURY 21 Representative	✓	<input type="checkbox"/>	<input type="checkbox"/>
•	✓	<input type="checkbox"/>	<input type="checkbox"/>
•	✓	<input type="checkbox"/>	<input type="checkbox"/>

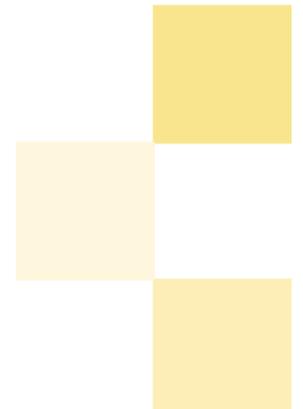
\*Not available in all areas

# The CENTURY 21<sup>®</sup> Customized Marketing System



*A Comprehensive Approach  
for Selling Your Home*

- **Four levels of value-added service**
- **The peace of mind you deserve**
- **Discounts on a wide variety of products and services**



**THANK YOU**

