

FOR SALE BY OWNER GUIDE



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ABOUT ME



As a Navy Veteran with a background in Human Resources and dual master's degrees from Keller Graduate School of Management, I bring a personalized approach to real estate. Fluent in Spanish and deeply connected to community, I'm dedicated to helping clients find their perfect home. With a passion for service and guided by strong values, I blend business expertise with a genuine desire to make a difference.

Outside of real estate, I enjoy morning walks with my dogs and listening to audiobooks. Formerly a competitive mountain biker and triathlete for Team USA, I now find joy in cruising in my Camaro with the t-tops off and exploring local car shows.

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SOME CONSIDERATIONS FSBO

- 01 Lower Sales Price**

Homes sold by owners typically sell for about 13% less than those sold with the assistance of a real estate agent.*

*Source: National Association of Realtors
- 02 Longer Time on Market**

FSBO homes often spend more time on the market before being sold compared to homes sold with the help of an agent.
- 03 Limited Exposure**

Homes listed with an agent typically reach a larger pool of potential buyers through Multiple Listing Services (MLS) and professional networks.
- 04 Complexity of Paperwork**

Real estate transactions involve detailed legal documents and contracts. Agents help navigate these complexities, reducing the risk of errors or legal issues.
- 05 Negotiation Expertise**

Real estate agents are trained negotiators who can advocate for the seller's best interests, potentially securing a higher selling price and better terms.



TIPS FOR FSBO

01

Prepare

Clean, declutter, and consider minor repairs for maximum appeal.

02

Research

Research the local market. Understand current trends and pricing.

03

Pricing

Avoid overpricing to attract serious buyers.

04

Listing

Use professional photos and highlight key features.

05

Market

Utilize online platforms and social media effectively.

06

Respond

Engage potential buyers promptly and professionally.

07

Showcase

Stage rooms to showcase potential and create a welcoming atmosphere. Consider Hosting Open Homes.

08

Documentation

Familiarize yourself with required local laws and disclosure requirements, including possible tax stamps and permits.

09

Negotiate

Be prepared for negotiations on price and terms. Ensure all paperwork and details are handled accurately and timely. Close!



SERVICES OFFERED

I provide comprehensive real estate services with a focus on transparency and client satisfaction. Understanding that minimizing commissions is a key reason for choosing FSBO, my competitive fee is a straightforward 3% commission (excluding buyer agent compensation). This fee covers expert pricing strategies, tailored marketing plans, professional photography, skilled negotiation, and meticulous transaction management. With a commitment to delivering exceptional value and personalized service, I aim to make your home buying or selling experience smooth and successful.

- 01 Strategic Pricing and Marketing**
- Expert pricing strategies to maximize your home's value.
 - Comprehensive market analysis and trends evaluation.
 - Professional marketing including high-quality photography and staging advice.

- 02 Negotiation and Transaction Management**
- Skilled negotiation to achieve favorable terms.
 - Seamless transaction management from offer to close.
 - Legal guidance and assistance with contractual obligations.

- 03 Personalized Service and Support**
- Transparent 3% commission (excluding buyer agent compensation).
 - Dedicated client communication and regular updates.
 - Post-sale support to address any additional needs or questions.



I'M HERE TO HELP



Thank you!

I'm here to support you in your real estate journey. Whether you're navigating the market on your own or considering professional assistance, I wish you the best of luck! Should you decide you'd like guidance or have any questions along the way, I'm ready to help. Let's achieve your real estate goals together!



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