

**FOR
SALE
BY OWNER**

BACKUP

PLAN

Presented by:

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exp[®]
REALTY



SICK AND TIRED OF
*"SELLING YOUR HOME
COMPLETELY ON YOUR OWN"*

**THE BEST ALTERNATIVE TO SELLING
YOUR HOME, ON YOUR OWN.**

WHAT MY PROGRAM INCLUDES

- ✓ FLEXIBLE TERMS
- ✓ SAVE THOUSANDS WITH FLEXIBLE
COMPENSATION PROGRAM
- ✓ NO LONG TERM CONTRACTS
- ✓ MAXIMUM EXPOSURE TO ALL
QUALIFIED BUYERS
- ✓ FULL MLS LISTING
- ✓ PROFESSIONAL PHOTOGRAPHY &
MARKETING

WHAT IS THE PROGRAM?

PROGRAM 1 - THE FSBO MLS

This FSBO MLS program is a great option for people selling their home on their own that need more exposure to buyers and want expert guidance and transaction coordination.

PROGRAM 2 - THE FSBO FULL-SERVICE SELLER

This FSBO MLS program is a great option for people who have tried selling on their own, but are ready to hire a full-time expert to handle the sale for them, but still benefit with all of the flexibility of the FSBO programs.



PROGRAM 1

THE FSBO MLS

This FSBO MLS program is a great option for people selling their home on their own that need more exposure to buyers and want expert guidance and transaction coordination.

FEATURES	INCLUDED
MLS LISTING	YES
OFFER CONSULTATION	YES
TRANSACTION & PAPERWORK COORDINATION	YES
CLOSING & TITLE COORDINATION	YES
UPFRONT COSTS	\$0
TOTAL COST	1% OF SALES PRICE DUE AT CLOSING*
OPEN HOUSE MARKETING	NO
BASIC ZILLOW, REALTOR.COM	YES

**3% if another agent brings the buyer*



PROGRAM 2

THE FSBO FULL-SERVICE SELLER

This FSBO MLS program is a great option for people who have tried selling on their own, but are ready to hire a full-time expert to handle the sale for them, but still benefit with all of the flexibility of the FSBO programs.

FEATURES	INCLUDED
MLS LISTING	YES
FULL PRICING ANALYSIS & STRATEGY	YES
PROFESSIONAL PHOTOGRAPHY	YES
COORDINATE & PRE-QUALIFY ALL SHOWINGS	YES
OFFER CONSULTATION	YES
WEEKLY MARKETING CONSULTATION	YES
TRANSACTION & PAPERWORK COORDINATION	YES
CLOSING & TITLE COORDINATION	YES
UPFRONT COSTS	\$0
FLEX COMPENSATION	1% OF SALES PRICE DUE AT CLOSING
FLEX COMPENSATION	+3.5% OF SALES PRICE
FLEX COMPENSATION	IF I BRING THE BUYER* +5.5% OF SALES PRICE IF ANOTHER AGENT BRINGS BUYER*
REAL ESTATE SIGNAGE & LOCKBOX	YES
20 HRS A WEEK OF PRO-ACTIVE BUYER	YES
25 + MARKETING PLAN	YES
PREMIER ZILLOW, REALTOR.COM, TRULIA	YES

*COMMISSION DUE UPON
SUCCESSFUL CLOSING



HOW DOES IT WORK?

ON YOUR OWN VS. BACKUP PLAN

FEATURES	ON YOUR OWN	PLAN 1	PLAN 2 (PROVE BEST RETURN)
MLS LISTING	NO	YES	YES
FULL PRICING ANALYSIS & STRATEGY	NO	NO	YES
PROFESSIONAL PHOTOS & 27-POINT MARKETING PLAN	NO	NO	YES
COORDINATE & PRE-QUALIFY ALL SHOWINGS	NO	NO	YES
OFFER CONSULTATION	NO	YES	
WEEKLY MARKETING CONSULTATION	NO	NO	YES
TRANSACTION & PAPERWORK COORDINATION	NO	YES	YES
CLOSING & TITLE COORDINATION	NO	YES	YES
UPFRONT COSTS	\$0	\$0	\$0
FLEX COMPENSATION	\$0	1% SALES PRICE +3% IF ANOTHER AGENT BRINGS BUYER*	1% SALES PRICE IF YOU FIND THE BUYER*
FLEX COMPENSATION	\$0	N/A	+3.5% SALES PRICE IF I FIND/BRING BUYER
FLEX COMPENSATION	\$0	N/A	5.5% SALES PRICE IF ANOTHER AGENT BRINGS BUYER*
REAL ESTATE SIGNAGE & LOCKBOX	NO	NO	YES
20 HRS A WEEK OF PRO-ACTIVE BUYER PROSPECTING	NO	NO	YES
OPEN HOUSE MARKETING	NO	NO	YES
BASIC ZILLOW, REALTOR.COM, TRULIA	YES	YES	YES
PREMIER ZILLOW, REALTOR.COM, TRULIA	NO	NO	YES

*COMMISSION DUE UPON SUCCESSFUL CLOSING





I'm looking forward to hearing from you and helping you successfully sell your home and providing you with a world-class experience!

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