

SAAVEDRA & SONS
— GROUP —



2413
TAMPA, FL



Selling It Yourself: The FSBO Playbook

Everything it takes to sell a home on your own, step by step. Use it and keep it. If you ever want a hand, we're a phone call away.

Wesley Chapel · Pasco · South Tampa

**Honest conversation first.
Then the game plan.**

352-320-4466

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01

Price to how buyers search

Buyers search in price steps like \$300,000 and \$325,000. Price just above a step and you lose every buyer who stopped below it. Check what actually sold nearby in the last 90 days, not online estimates.

02

Get your disclosures right

Florida sellers must disclose known issues that affect value. Use the Florida Realtors Seller's Property Disclosure and the flood disclosure Florida now requires, and have a real estate attorney review them.

**“Sold prices
beat online
estimates.”**



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03

Check every buyer before they come in

Ask for a pre-approval letter
or proof of funds, then call
the lender to confirm it.
Match the name to the visitor.
Never show it alone.

04

Ask the questions that lead to an offer

What brought you here?
How soon do you need to move?
What else have you seen?
What would make this the one?

05

Read an offer the right way

Price is one line. Check financing,
appraisal terms, the inspection
period, earnest money, closing
date and any credits requested.

Offer ————— **Inspection** ————— **Closing**

06

From contract to closing

Earnest money goes to the title company. Then the inspection and any repair talks, the appraisal (a low one often reopens price), loan approval and the final walk-through. About 30 to 45 days with a loan, sooner with cash.



07

Stay safe



- ✓ **Check ID at the door**
(The name should match the pre-approval letter.)
- ✓ **Never show it alone**
(Keep a second adult in the home for every showing.)
- ✓ **Put things away**
(Valuables, medications and mail out of sight.)



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08

What one week of selling looks like

Answer every call, text and inquiry within minutes, nights and weekends included. Vet and schedule buyers, follow up for feedback, reach the agents who sold the most homes near you and your neighbors, and adjust to what's selling before the home goes stale.

09

A second opinion

If showings have slowed, buyers keep saying the same thing, or a few weeks pass without a serious offer, it's time for fresh eyes.

A second opinion costs you nothing and gives you a sharper plan, whether you keep selling on your own or not.



Selling a home is a full-time job.

10

Your next step

Want a hand with any piece? Ask for a second opinion: what's selling near you and a plan. Yours to keep.



“

You can sell it yourself. If you ever want a hand with any piece, we're a phone call away.”

See real results at every price point and more guides at SaavedraAndSons.com.

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171+ TRANSACTIONS SINCE 2019.

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VANTAGE
REALTY FLORIDA

This playbook is general information, not legal advice. Use the official Florida Realtors forms for contracts and disclosures and have a Florida real estate attorney review them.

