

A photograph of a modern, two-story house with dark blue horizontal siding and white trim. The house features a prominent front porch with white columns and a stone base. A wooden door is centered on the porch. To the right, there is a large window with white trim. The house is surrounded by green grass and trees.

Home For Sale

FSBOHOMES.COM

All the Service without the Commission.

The **SMART** way to Buy and Sell a Home



Real Estate Changed.

The MLS Myth.

REALTORS® would like you to believe the MLS (Multiple Listing Service) is a necessity in today's real estate market, but that's only because the MLS system protects their traditional income streams. The MLS began over 100 years ago as a printed catalog of real estate listings only available to agents, but today it's as arbitrary as a phonebook ...and when is the last time you needed to use a phonebook? Listing your home on the MLS doesn't increase your likelihood to sell, it only locks you into yesterday's outdated agent commission structure. The MLS is all but obsolete.

The Internet Changed Everything.

Real estate listings are no longer exclusive to agents and the old MLS system, making listing exposure a problem of the past. Today's buyers find homes by entering their desired search criteria on public websites like Zillow and Trulia, all from the

comfort of their couch. The misconception is that you need a real estate agent to buy and sell a home today simply because that's the way it's always been done. Times have changed.

Today's Agent Complicates the Process.

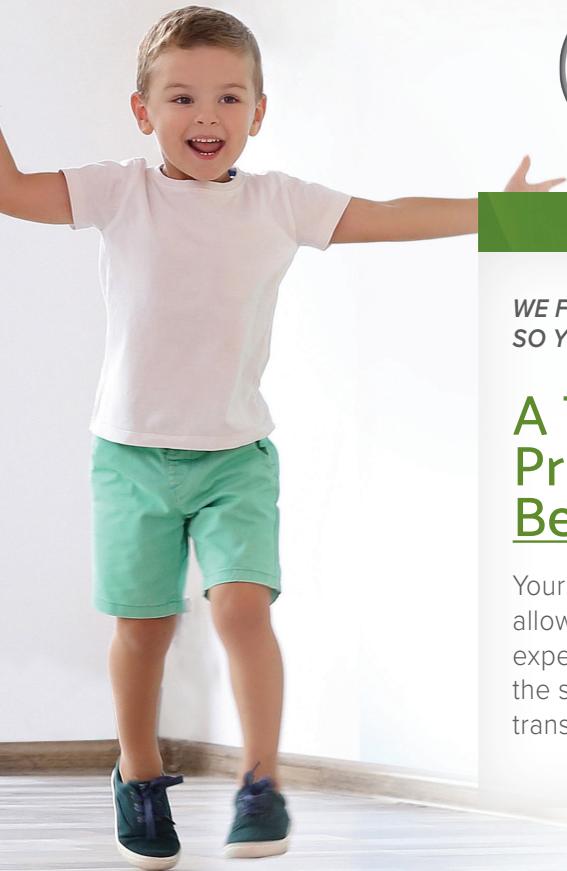
You actually lose control working with an agent because their goals and your goals don't always align.

- Open houses are used to attract new clients for the agent, not necessarily buyers for you.
- Private showings are scheduled with little notice.
- Your home can be used as a pricing strategy just so an agent can lead their client to another home.
- Agents are incentivized to get your home sold regardless of the sale price because it has little impact on their commission.



SMART REAL ESTATE

Our modern approach to real estate, supported by a team of local, certified and licensed real estate professionals, will get you better results with less effort ...and all with no agent commissions.



01

*WE FLIPPED REAL ESTATE AROUND
SO YOU CAN EXPERIENCE...*

A Transparent Process with Better Results.

Your Home Transparency Report allows you to sell faster, at the expected price, and experience the smoothest real estate transaction available.



02

*WE'VE REMOVED ALL THE STRESS
ASSOCIATED WITH SHOWING YOUR
HOME BY PROVIDING ...*

A Modernized “On Market” Experience.

We use more technology to minimize the unnecessary busywork of showing your home and reaching a handshake agreement with your buyers.



03

*WE DELIVER THE RIGHT
TEAM OF LOCAL REAL ESTATE
PROFESSIONALS TO GIVE YOU...*

Peace of Mind Knowing it's Done Right.

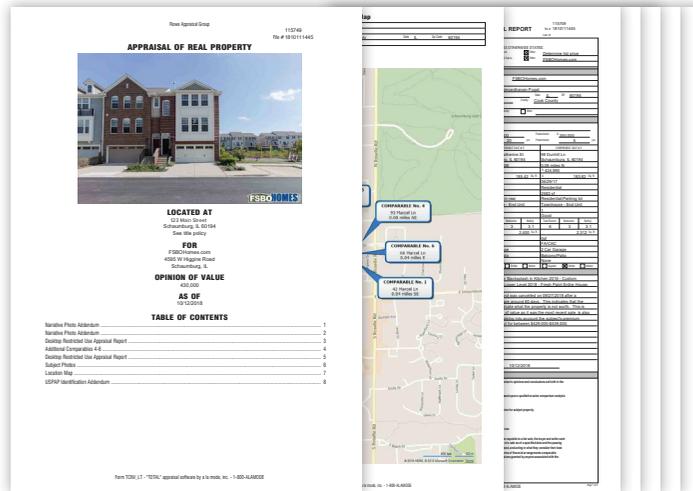
Our advertising managers will be with you through the entire process and our on-site attorney services will assure the i's are dotted and t's are crossed.

01

A Transparent Process with Better Results.



We flipped real estate all around! Each posting starts with a Home Transparency Report so you can attract more buyers, sell faster, and walk away with the sale price you deserve. We want you to experience the smoothest real estate transaction possible.



- Pre-Market Certified Appraisal** A certified appraisal is the highest standard available to determine an accurate fair market value for your home, but it's typically not done until the very END of your home selling journey. By having a certified appraisal at the beginning of the process you will be priced right and sell your home as fast as possible.
- Pre-Market Home Inspection** A pre-market home inspection is better for both buyers and sellers because all the information is on the table before an offer is signed. This minimizes the need for messy, and often costly, post-offer negotiations and creates a better overall home selling experience.
- Home Warranty** You will receive FREE, no-strings attached seller home warranty coverage during the posting period for up to 6 months. This warranty can be transferred to the buyer for a fee at closing to offer peace of mind they will not receive with the purchase of another home.

A HOME TRANSPARENCY REPORT WILL SEPARATE YOUR HOME FROM OTHERS ON THE MARKET TO ATTRACT MORE BUYERS AND GET YOUR HOME SOLD.

On average, homes
advertised with
FSBOHOMES sell at
99.7%
of Pre-Market
Appraised Value

Nearly a **BILLION** in Real Estate Sold.

LESS DAYS ON MARKET

42

Agent/MLS

29

FSBOHOMES

02

A Modernized “On Market” Experience.

We use all the latest technology to create an amazing online experience for you and your buyers. We allow more people to walk through your home *virtually* so you can reserve private showings for only the truly interested buyers. We then create a seamless pathway for you and your buyers to reach a “handshake” agreement before turning it over to our on-site attorney services to handle the details.

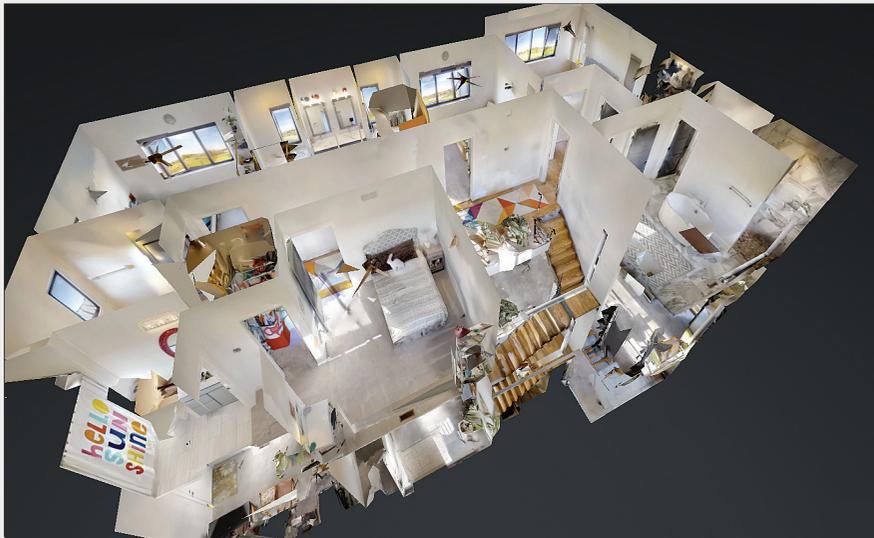
AVERAGE POSTING VISITS
2,500-3,500

ONLINE SHOWINGS
15-30

PRIVATE SHOWINGS
3-5

RECEIVE OFFERS
1-3

**ONE HAPPY
BUYER!**



3D VIRTUAL OPEN HOUSES

When your photos capture the attention of a buyer, they'll want to experience a deeper understanding of your home. Our 3D Virtual Open House allows buyers to immediately walk through your home *virtually*, with absolutely no time and effort on your part. Online showings and schematic floor plans keep buyers engaged in your home and act as filter, saving you the busywork of preparing for private showings that could have been avoided. **Showing your home has never been easier!**

LIVING ROOM
16'10" x 21'3"

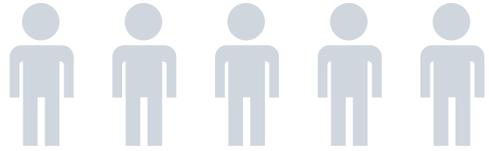
MASTER BEDROOM
14'2" x 16'0"

LAUNDRY
12'7" x 13'6"

FOYER
10'2" x 16'2"

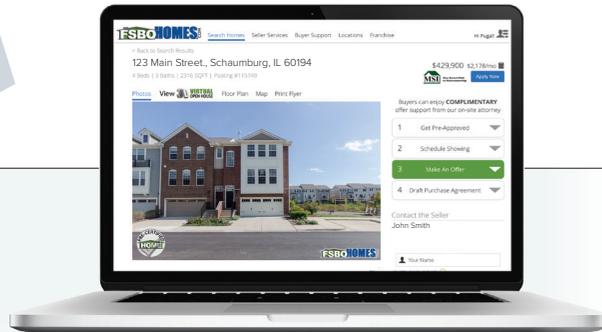
BATH
10'1" x 13'7"

W.I.C.
10'1" x 10'1"



Buyers Search for Homes Online

Listing exposure may have been a problem 20 years ago, but not today. Buyers sign up for new listing alerts and frequently browse popular real estate websites, typically spending an average of six months searching for their next home.



Posting Visits

When a buyer's search criteria matches your home's attributes, they will skim through your posting's photos as the quickest way to see if your home is a fit. Photos are the first opportunity to attract a buyer's eye which is why FSBOHOMES uses professional photographers to showcase your home and create the best possible first impression.

Private Showings

If buyers are interested in your home after walking through it online, they will schedule a private showing to walk through it in person. At this point, you have a serious buyer and their goal is simply to verify what they already viewed while walking through your home online. Private showings are scheduled directly between you and your buyers at a time that is convenient for both parties so no need for unpredictable last minute showings! **OUR MODERN "ON MARKET" EXPERIENCE MINIMIZED YOUR BUSYWORK TO JUST A HANDFUL OF PRIVATE SHOWINGS!**

Electronic "Make an Offer" System

Your buyers will then select the green "Make an Offer" button on your online posting to submit a non-binding offer. You will receive an email notification and have an opportunity to accept, decline, or counter the offer in a relaxed, no pressure format. This will continue until a handshake agreement has been reached.



FSBOHOMES Search Homes Seller Services Buyer Support Locations Franchise

Seller Dashboard
123 Main Street, Schaumburg, IL 60194

Create Posting Show Home Accept Offer Close Sale
On-Site Visit Published Offer

Edit Posting View Posting Change Status

Contact your Team
Advertising Manager Attorney Services

TRANSPARENT REPORT

Your Activity

Listing Views

Days on Market

Summary (as of 5/8/18)

Posting Views	2,119
Online Showings	24
Private Showings	3
Offers Received	1

Seller Dashboard

FSBOHOMES customers receive a unique login to access their Seller Dashboard where they can receive real-time updates, manage their online posting, and connect with a local team of certified and licensed real estate professionals.

03

Peace of Mind Knowing it's Done Right.

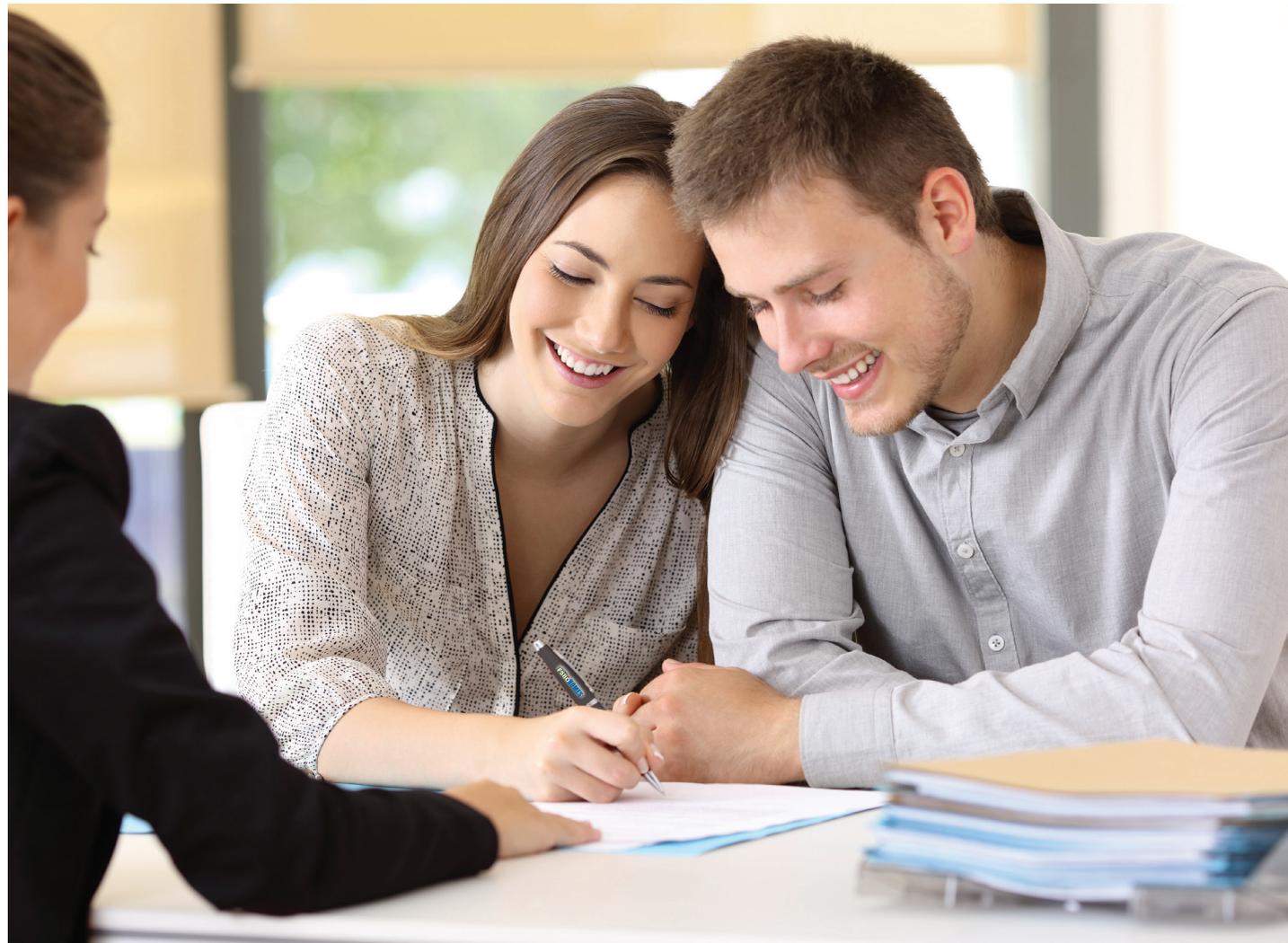
FSBOHOMES offices are right in your neighborhood so you can receive the local, personalized guidance you need when selling a home. **OUR ADVERTISING MANAGERS AND ON-SITE ATTORNEY SERVICES ARE THE CORE OF OUR MODERN REAL ESTATE TEAM** and our no commission business model allows them

to focus on your goals alone. Advertising managers coordinate with our local, time-tested team of certified and licensed real estate professionals to ensure their expertise is incorporated into your online posting and our on-site attorney services handle the details of a purchase agreement once an offer is received.



Attorney Services will Draft Your Agreement

At your option, our on-site attorney services are available to meet with you and your buyers to draft an official purchase agreement. Both parties will have the opportunity to understand how the language in the purchase agreement protects them and that neither party will be subject to terms that unfairly favor one party over the other once executed. Your file will then move right into the closing process!



PREPARE FOR CLOSING

The last phase of the process is coordination of the legal and financial steps to close the sale. This is a required step and includes additional fees regardless of how your home is sold. Our on-site attorney services and/or partnered title company, depending on your market, participate in hundreds of real estate closings every year which allows them to offer the highest value and maximum convenience.

LEGAL DOCUMENTATION

Our on-site attorney services and/or partnered title company will ensure your property's title and legal documentation is brought up to date in accordance with state law, help to clear any potential liens (additional fees may apply), and create all the necessary paperwork for closing.

FINANCIAL PAYOFFS

Our partnered closing services work with your lending institution to ensure your mortgage and/or lines of credit are paid off. They calculate your prorated property taxes and other closing related fees, then make arrangements for payment.

CLOSING THE SALE!

Our on-site attorney services and/or partnered title company will review the closing documents with you and obtain all necessary signatures. The team will make sure everything is handled in a trouble-free manner.

HERE'S WHAT FSBOHOMES CLIENTS HAVE TO SAY...



“ We sold our last house with an agent and this house with FSBOHOMES. We received the same level of service, sold it in half the time, and **SAVED \$21,350 IN COMMISSIONS!**

- BOB & JEN FEJFAR, CLIVE, IA

“I worked my entire life and never received a check that big!”

- BRAD HOREJSI, CEDAR RAPIDS, IA

“I saved enough money to cover my mortgage payments for the next 14 months!”

- BRANDON PETERSON, NEWPORT, MN

Over **\$45 Million** in Commissions Saved.



All the Service without the Commission.®

We've helped thousands of people sell their home at an average savings of **NEARLY \$15,000!**



NINE FRANCHISE LOCATIONS STRONG... *AND GROWING!*



Woodbury, Minnesota
(651) 342-8790



Coon Rapids, Minnesota
(763) 280-3636



Hoffman Estates, Illinois
(224) 386-0111



Omaha, Nebraska
(402) 500-3402



Bettendorf, Iowa
(563) 293-7170



Coralville, Iowa
(319) 359-2468



Cedar Rapids, Iowa
(319) 373-8150



Urbandale, Iowa
(515) 393-4688



Dubuque, Iowa
(563) 213-5585

FSBOHOMES Headquarters
576 Boyson Road NE, Suite 102
Cedar Rapids, Iowa 52402
franchise@fsbohomes.com
(319) 373-8150



FSBOHOMES is thankful to provide a service that helps homeowners save an average of nearly \$15,000 per real estate transaction, but we're even more thankful to offer an opportunity to those who may not have a home at all. The FSBOHOMES Foundation is a 501c(3) public charity affiliated with each local FSBOHOMES franchise office. We love helping all those in need, but our passion is making sure everyone has a roof over their head each and every night.

As an option, you may donate a small portion of your savings back to your local community as a way to "Pay it Forward". Your contribution can be recorded as a line item on your closing statement and pulled from the proceeds of your home sale. It's that simple.