

FOR SALE BY OWNER



Pioneer Title Agency

Your guide to selling your home on your own.

INTRO

When it comes to selling your house, we always recommend hiring a trusted professional. Real estate Agents are there to provide expert property advice, determine the market value*, offer marketing assistance, and negotiate — helping your home come out on top!

But if you are leaning towards a For Sale By Owner, we can help! FSBO's (for sale by owner) are designed for the independent Do-It-Yourselfer who is willing to take on the responsibility of the expert real estate agent.



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A modern living room with a large beige sectional sofa, a round gold clock on the wall, a multi-bulb chandelier, and a colorful patterned rug. The room is bright and airy, with large windows in the background.

PREPARING YOUR HOUSE

FOR THE REAL ESTATE MARKET

FIRST IMPRESSIONS

- Welcome guests with a clean, maintained yard by fertilizing lawns, planting fresh seasonal flowers and trimming overgrown shrubbery.
- Make sure your front door is solid. Touch up paint to create a clean exterior.
- Inspect the roof for necessary repairs and any visible broken tiles or shingles.
- Repair cracks in the driveway and sidewalks. Clean up oil stains.
- Mend or paint neighboring fences or walls.

DECORATE:

- Redecorating simply and inexpensively resulting in a quicker sale at a higher price. Light neutral paint colors, such as off-whites permit most people to “imagine” their furnishings in your home.
- Clean carpets if they are heavily soiled. Spot clean stains.

QUICK FIXES

- Repair such minor flaws as that can detract from your home’s value. Leaky faucets, sticking windows and doors, broken handles and knobs.
- Remove cobwebs from ceilings and other areas.



CREATE MORE SPACE

- Remove all unnecessary items in your attic, basement, and other storage areas and organize all closets to show ample space.
- Remove excess furniture so rooms don’t look small and cluttered.
- Hold a garage sale to dispose of unneeded items which gives you a better look now and less to move later!

EASY BATHROOM UPDATES

- Check and repair caulking in showers and bathtubs.
- Install new shower curtain liners.
- Keep bathrooms looking and smelling fresh.



FOURTEEN HOME LISTING TIPS

01 Price Your Home Right
Research comparable homes in your area. Typically within a 3 mile radius.

02 Be Flexible on Financing
Being flexible on financing terms may secure a better selling price.

03 Time it Right
Watching the cycle of the market can help you decide when is the best time to list your home

04 Make Your Property Accessible to Buyers
Lock boxes are a great way to make your home most accessible to agents for showing. Appointment only showings are the most restrictive. Remember, the easier a home is to show, the better the odds are of getting the deal you want.

05 Utilize Technology
Utilize the latest technology, including Internet sites and social media that cater to home buyers.

06 Stage Your Property
Put some items in storage, create more light, play soft background music or otherwise improve the ambience in your home.

07 Invest in professional Photography
Most homebuyers start their search online. Help your listing POP with high quality photos!

08 Analyze Why You Are Not Getting Offers
If you are not getting offers and are flexible with showing your home, it may be time to re-evaluate your price,



02 Screen Prospects Adequately

Have a Lender contact on hand to help financially pre-qualify a prospect so that you don't lose valuable negotiation time.

10 Believe that You Can Make a Difference

You can network with your business and personal friends, hand out flyers, and keep your house in move-in condition.

11 Commit to the Market

Never put your property on the market unless you really want to sell! Get ready for a professional sales push when you list.

1 First Impressions are Golden

Sales have fallen through thanks to unkempt lawns, cluttered closets, unpainted front doors, hard-to-work locks, blown light bulbs, bad color, stains, unlit areas, and foul smells. Spend time on the little things. Double up on your gardening. Keep things cleaner than usual. Take serious control of your pets during this time period.

1 Make the Right Kind of Repairs

Some upgrades will not yield any real increase in value, while others may increase property value substantially.

1 Give the Sales Process Enough Time

Homes may take three to six months to sell in any market. Estimate how much time you have before you need to sell and then plan ahead to allow extra time. You don't want to be forced to accept a disappointing offer.





OPEN HOUSE

PREPARATION CHECKLIST

● *Spread the News*

Post the open house date on Zillow, social media, consignment sites, etc. Share with neighbors, friends, and family.

● *Lighting*

Open all blinds and curtains. Turn on all the lights and lamps in the home to make the house feel light and cheerful.

● *Make Pet Arrangements*

Find a way for your furry friends to be out of the house. Remove any evidence that animals have been in the home.

● *Declutter & Depersonalize*

Remove excess clutter from the floor, tables, and countertops. Change out personal photos and items with generic staging. You want potential buyers to see their life in the home.

● *Protect Valuables*

Lock up or remove any valuable items you do not want disturbed

Clean the home & make it smell nice

Clean all bathrooms (make sure the toilet is flushed and the seat is down). Vacuum and dust. Light a subtle candle to help the home be inviting.

Prep the outside

Remove toys and clutter from the lawn, hose down the driveway, and add fresh flowers and a clean welcome mat to the porch.

Electronics

Turn off the TVs and turn on subtle background music to set the mood.

Marketing Materials

Print flyers and other materials with information about the property & financing for visitors.

Refreshments

Provide drinks & finger foods

Signage


Place signs and/or balloons to direct potential visitors. OpenHouseHelpers.com may be an option.

08



***Contact us
for a open
house kit***

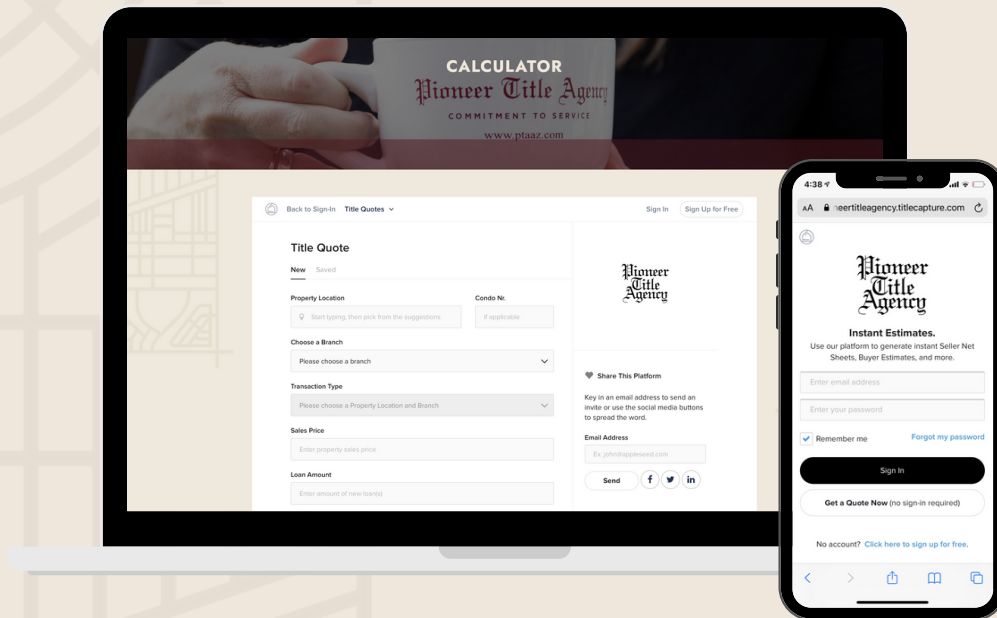
TITLE & ESCROW

A woman with blonde hair is shown in profile, looking out a large window. In the foreground, a white mug with the Pioneer Title Agency logo sits on a dark surface. The background is a blurred office setting with a laptop and papers.

Escrow is a neutral 3rd party and depository for funds and documents needed to complete the real estate transaction. When a buyer and seller have signed a purchase contract, a copy of that contract along with the buyer's earnest money check are deposited into escrow. This constitutes opening of escrow and the escrow process begins and progresses as follows:



WHO PAYS FOR WHAT



Visit ptaaz.com/calculator or scan the QR code to access our closing cost calculator.

THE SELLER GENERALLY PAYS FOR:

- Owner's title insurance policy premium.
- Real Estate commission.
- Half of the escrow fee.
- Any loan charges required by the Buyer's lender if specified in the purchase contract.
- Payoff plus any fees, charges, and/or penalties and interest on all loans made by the Seller, including statement fees, reconveyance fees, and/or prepayment fees.
- Any encumbrance of record against the Seller.
- Recording charges to clear all documents of record against the Seller.
- Termite inspection and repair work as specified by the purchase contract.
- Home Warranty if specified in the purchase contract.
- Prorated property taxes and or delinquent taxes to date of close.
- Unpaid HOA dues or assessments of record (if applicable).
- HOA transfer fee (if applicable).
- HOA Disclosure Statement (if applicable).

THE BUYER GENERALLY PAYS FOR:

- Lender's title insurance policy premium.
- Half of the escrow fee.
- All loan fees except those required by lender for Seller to pay.
- Recording charges for all documents in the Buyer's name.
- Interest on new loan from date of loan funding to 30 days prior to first payment due date.
- Hazard insurance premium for first year in advance and impounds as required by new lender.
- Property tax impounds as required by new lender.
- HOA fees, initiation, monthly/annual dues (if applicable).
- Preservation fees, recreation center fees (if applicable).

TITLE INSURANCE

In every real estate transaction, the matter of title insurance arises. A policy of title insurance is issued to a buyer and/or a lender to guarantee to the insured party or parties, "Free and Clear" title to the property being insured. From the beginning of time until the date and time the buyer acquires title to the property, or in the case of a lender's policy until the date and time the lender's loan document is recorded against the property. "Free and Clear" is defined as there being no loans, liens, encumbrances, back taxes, easements or covenants, conditions or restrictions against the property that were not disclosed on Schedule 'B' of the commitment for title insurance issued by the insuring company. The policy is issued for a one-time fee and will remain in effect as long as you or your heirs retain an interest in the property. This protects the buyer's or the lender's investment in real estate, including their legal defense against any claim or claimant. If a claim is valid, the title insurer will either resolve the title problem or pay the insured's losses.

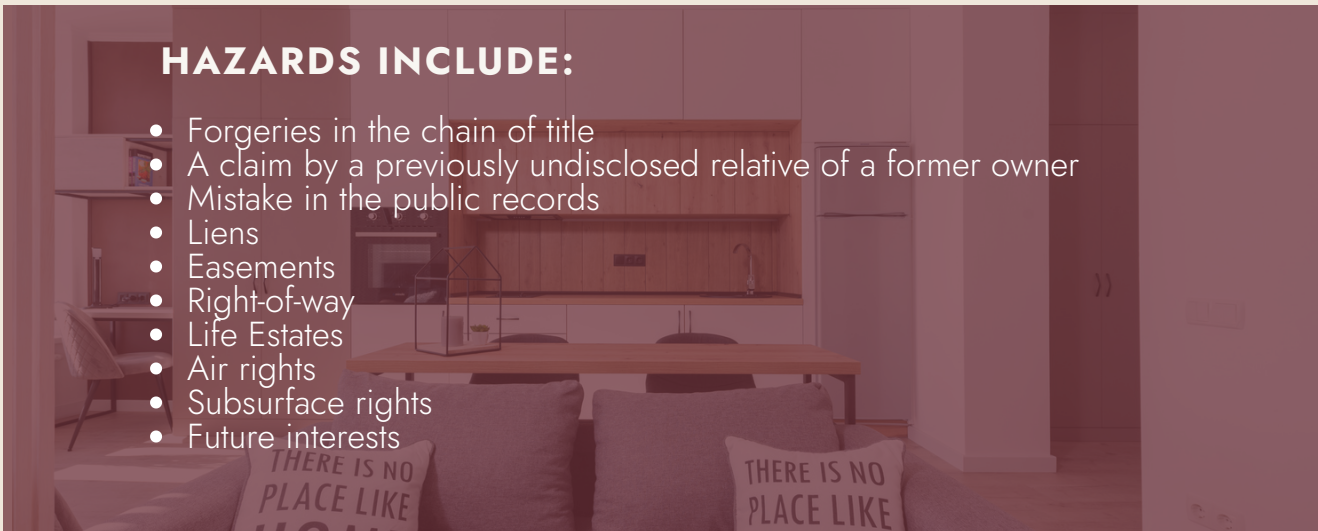
**1 out of 3
homes
have title
issues**

Title Insurance protects against things that have happened in the past and is based on loss prevention. One out of three residential real estate transactions has an issue with the title. The title officer usually resolves most of these issues prior to close.

While most problems can be located in a title search by skilled professionals, there can be hidden hazards that even the most thorough search will not reveal. These hazards can be covered with Title Insurance

HAZARDS INCLUDE:

- Forgeries in the chain of title
- A claim by a previously undisclosed relative of a former owner
- Mistake in the public records
- Liens
- Easements
- Right-of-way
- Life Estates
- Air rights
- Subsurface rights
- Future interests





THE APPRAISAL PROCESS

When you sell your house and the buyer is securing a new loan in order to purchase the property, the buyer's lender requires a licensed appraiser to estimate the market value of the property to show the lender that they are making a prudent decision lending the buyer the money to buy your house.

Once the buyer begins the new loan application process, the lender will order the appraisal. In order to estimate the market value of your house, the appraiser will research the houses which have sold in your subdivision and/or your immediate area. Appraisers prefer to use sales which have occurred within the past 6 months and are similar to yours in square footage, year built and amenities (i.e. swimming pool, garage, single story).

The appraiser will measure your home, take photographs, and examine your house for its condition, specific improvements and amenities. You can help the appraiser by preparing a list of recent improvements and remodeling including the approximate amounts spent for each improvement. Some appraisers will appreciate this information while others may not. However, if you had the information prepared for buyers looking at your home, then providing it for the appraiser will be a snap.

If the buyers of your property are getting an FHA or VA loan, a few special requirements will be placed on your house. You must scrape and paint all chipping or peeling paint on your house or any structures on the property. You should also replace any missing or damaged shingles and missing slats or blocks in your fence.

The lender will receive a copy of the appraisal after the appraiser has been to your home. You may be told that the appraiser has some repair requirements before the lender can loan the buyer any money on your house. In that case, you must make the necessary repairs and the appraiser will return for a reinspection for an additional cost.



APPRAISALS & INSPECTIONS





INSPECTIONS

The standard Arizona Association of REALTORS® purchase contract used by most real estate agents contains a provision that allows the buyer to physically inspect the property being purchased, either by himself or by a professional inspector or inspectors within the first ten days of acceptance of the contract by the seller. It is the seller's obligation to provide the buyer access to the property during this ten day inspection period for whatever inspections the buyer requires. Below is a list of common types of inspections.

STRUCTURAL PEST CONTROL

- To determine any active infestation by wood destroying organisms.
- To determine whether there is any earth-to-wood contact, cellulose debris or faulty grades on the property.
- In the event that there are wood-destroying organisms or secondary issues with regard to the property, generally these issues
- must be addressed prior to the close of escrow and if the termite company that did the initial report does not do the repairs, then the property must be reinspected by a termite company and a clear report deposited into escrow, prior to the close of escrow.

PHYSICAL INSPECTION

- This inspection can encompass inspection of the roof, plumbing, electrical, heating and any other accessible area of the property.
- A detailed report or reports will be written by the inspector or inspectors with recommendations for repairs, and same will be delivered to the buyer. Subsequently the buyer will request of the seller any repairs that the buyer wishes the seller to be responsible for which, if the seller agrees to the repairs, would be completed prior to the close of escrow.

OTHER COMMON INSPECTIONS MIGHT INCLUDE:

- Well and Septic
- Hazardous Materials
- Chimney
- Heating and Cooling
- Survey
- Zoning and Building Permit Compliance
- Structural Engineering

THE SELLER'S MOST FREQUENTLY ASKED QUESTIONS

Q: When do I Get My Proceeds Check?

A.: On the date of recording, you may request that your escrow officer either cut you a check for your proceeds or wire the funds directly into your bank account.

Q: Why do I Have to Pay Interest on My Loan Pay-Off Past the Day of Recording?

A: Your lender continues to accrue interest to the date that they post your loan as being paid in full. This could be one or two days from the date your escrow officer sends your pay-off check via overnight mail or wire transfer.

Q: When do I Get a Refund from My Impound Account?

A: After your escrow officer sends your pay-off check to your existing lender, you can expect to get Impound account back direct from your lender within 30-60 days. If you have any questions after that time, we suggest calling your lender.

Q: When do I Cancel Homeowner's/Fire Insurance?

A: Please do not cancel your insurance until you have confirmed that your transaction has closed.

Q: Why does My Escrow Officer Require that I Complete a 1099 Form?

A: A 1099 form is the reporting form adopted by the IRS for submitting the information required by law. Under guidelines established by the IRS, sellers of real property are required to have their sales price reported on the 1099 form.

Q: What is a Statement of Information?

A: Statements of information provide title companies with the information they need to distinguish the buyers and sellers of real property from others with similar names, for the issuance of title insurance at close of escrow. After identifying the true buyers and sellers, title companies may disregard the judgements, liens or other matters on the public records under similar names.

Q: I don't Understand Tax Pro-rations. How do they work?

A: Each year on January 1st, the lien of that year's property taxes attached to the land, pursuant to Arizona Law. However, the lien is not due and payable until October 1st of that year for the first half of that year's bill and the second half of that year's bill is not due until March 1st of the following year. Pro-rations are done to reimburse the buyer for the portion of the year that the seller has owned the property and has not yet paid taxes.



RESOURCES

FOR YOUR FSBO HOME

● ***FSBO Worksheet***

Once this worksheet is completed and signed by both parties, it is deemed a complete contract that can be used to open escrow.

● ***Property Profile Book***

A book with full details on your property including vesting deed, tax information, and more!

● ***Property Details Flyer***

Create a flyer for your home perfect to hand out at open houses, and showings, and share virtually.

● ***Photography Discount***

When using PIONEER at ListerAssister.Com you can receive a discount on professional property photos

● ***FSBO Guide***

A Guide full of tips and tricks to help you navigate the home selling process.

● ***Open House Helpers***

Open House Helpers offers sign rental and set up to help you have a successful open house!

70+
offices

With over 70 offices statewide
local help is around the corner!

200
active members

PTA has over 200 members
actively participating in industry
associations to help preserve the
benefits of title insurance

\$10K

Pioneer supports Arizona
communities by donating \$10k
monthly.

ONE
family

We welcome our customers into
our Pioneer family because we
care about protecting family!

FAMILY OWNED | COMMUNITY FIRST

Pioneer Title Agency



ESCROW
SERVICES



TITLE
INSURANCE



DEVELOPER
SERVICES



FORECLOSURE
SERVICES



ACCOUNT
SERVICING

"THE HISTORY OF PIONEER TITLE AGENCY IS REALLY THE HISTORY OF OUR PEOPLE"

In 1985, Pioneer Title Agency was
founded in Cochise County. This
family-owned company has grown
to service the entire state of Arizona
with a presence in communities
statewide.

Behind all of our 70+ branches are
the people of Pioneer, who make
up our unique family. We love our
communities because it's not only
where we work, it's where we live
and raise our families. Which is
why the Pioneer people are always
eager to support local nonprofits
and causes through extensive
philanthropic initiatives.

At Pioneer Title Agency, everything
we do is in the hopes of leaving
things better. Sure, that means
cleaning up your title work and
providing an excellent escrow
experience, but it also means
helping our communities. The
company hosts extensive
philanthropic initiatives and
encourages team members to
determine the need in their own
community.

During our Old School Initiative,
our team volunteered over 700
ours and donated over \$43,000
plus countless amounts of supplies
to our community schools.

But this love for Arizona
communities extends past our large
initiatives. Our team members are
continually serving their
community. Whether it be by actual
volunteering, donating by check or
supplies, our teams are always
looking for ways to give. There is a
spirit of giving that permeates the
Pioneer Title Agency family.

At Pioneer Title Agency We Promise to:

- Do the Right Thing
- Foster a Warm, Family Relationship
- Protect the Team
- Protect the Customer
- Be Different
- Love Arizona
- Leave Things Better

We promise to do this both in
business and in giving back to our
beautiful Arizona communities.
Thank you to the amazing
communities that support us, and
that we call home!