



A QUEENSBERRY ADVISORS RESOURCE

The FSBO *Reality Guide*

A guide to selling your home yourself.

No pitch. No pressure. Everything you need to know about the FSBO process in Hampton Roads — so you go in prepared, not surprised.

We respect the *FSBO decision.*

Some homeowners have the time, knowledge, and network to sell successfully on their own. This guide exists to help you do exactly that.

We are not going to try to talk you out of it. What we are going to do is give you the most honest picture we can of what the process involves — so you go in prepared, not surprised.

We work with FSBOs regularly. Some sell on their own and never need us. Others hit a wall somewhere in the process and reach out. Either outcome is fine with us. Our job right now is to make sure you have what you need to succeed.

One thing we offer every FSBO at no cost and no obligation: an **Equity Snapshot** — a clear picture of what your home is likely worth in today's Hampton Roads market, based on real comparable data. It's yours regardless of what you decide to do with it.

The full picture, *honestly.*

Selling FSBO is entirely doable. It's also more work than most people expect. Here's what you'll own end to end.

- 01 Pricing** — Setting the right price without overpaying or leaving money on the table
- 02 Marketing** — Listing, photography, copywriting, syndication, and social promotion
- 03 Showings** — Scheduling, hosting, and managing buyer traffic on your own time
- 04 Disclosures** — Virginia requires specific written disclosures; errors can create legal exposure
- 05 Offers & Negotiation** — Evaluating offers, negotiating terms, and navigating counteroffers
- 06 Contract Management** — Dates, contingencies, and legal obligations once under contract
- 07 Inspections & Appraisals** — Navigating repair requests and appraisal gaps without a buffer
- 08 Closing** — Coordinating with title, lender, and attorneys to get to the finish line

Pricing is where most *FSBOs win or lose.*

Overpricing is the most common FSBO mistake. A home priced too high sits. The longer it sits, the more buyers assume something is wrong with it — and the harder it becomes to recover. Price reductions signal weakness to the market.

Underpricing protects against this but leaves real money behind. The goal is the narrow band where your price is competitive, defensible, and positioned to generate offers.

HOW TO PRICE ACCURATELY

- Research recent comparable sales (comps) within 0.5 miles, similar square footage, same bed/bath count, sold within 90 days
- Adjust for condition, upgrades, lot size, and location differences between your home and the comps
- Check active listings to understand what you're competing against right now
- Price at market value, not sentimental value — buyers see neither the memories nor the sweat equity
- Consider having an independent appraisal done before listing — it's \$300–500 and gives you defensible data



SCAN TO REQUEST

Get Your Free Equity Snapshot

We'll run a full comparable market analysis for your home at no cost — what it would realistically sell for in today's Hampton Roads market, based on actual closed sales data. No obligation, no follow-up pressure. Just the numbers.

Marketing *without an agent.*

Buyers find homes online. Your marketing strategy lives or dies based on your digital presence and your photography.

Photography

This is non-negotiable. Professional real estate photography typically costs \$150–350 and is the single highest-return investment you'll make. Homes with professional photos get more views, more showings, and sell faster.

Listing Copy

Write a compelling, accurate description that highlights what makes your home unique. Lead with the strongest selling point. Avoid vague language like "cozy" or "charming." Be specific — buyers want facts.

Open Houses

Hold open houses early in your listing life — the first two weekends are when interest peaks. Promote them actively in advance. Have a sign-in sheet and follow up with every attendee within 24 hours.

MLS Access

The MLS is where buyer agents search for their clients. As a FSBO, you can pay a flat-fee MLS listing service (\$100–400) to get your home listed. Without MLS exposure, you're invisible to a large portion of active buyers.

Signage & Social

A yard sign is still effective for drive-by traffic. Post on Zillow, Realtor.com, and Facebook Marketplace. Share in neighborhood Facebook groups and Nextdoor — your neighbors are often your first line of referrals.

Buyer Agent Commission

Most FSBO sellers still offer a buyer agent commission (typically 2.5–3%) to attract represented buyers. If you refuse, some buyer agents may steer their clients away from your listing.

From showing to *signed contract*.

Showings

Managing Buyer Traffic

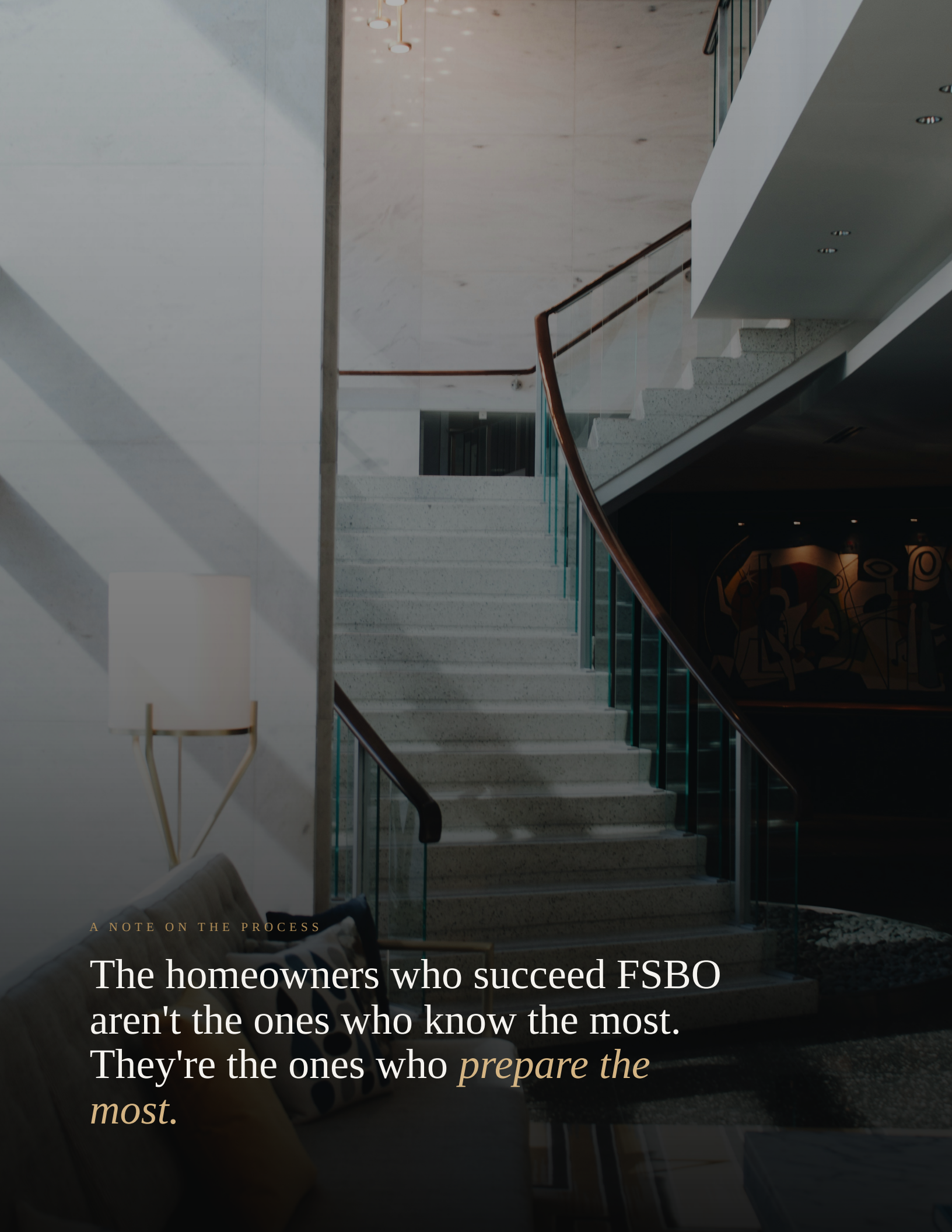
- Require proof of pre-approval before allowing any showing
- Never be alone — have another adult present during all showings
- Secure valuables, medications, and personal documents before every showing
- Remove personal photos if possible — buyers need to picture themselves in the home
- Follow up with every showing within 24 hours to gather feedback

Offers

Evaluating & Negotiating

- Read the full contract carefully — price is just one term. Closing date, contingencies, and what stays with the home all matter
- Verify the buyer is pre-approved, not just pre-qualified — these are different
- Contingencies (inspection, financing, appraisal) give buyers exit points — understand what you're agreeing to
- Consider consulting a real estate attorney to review the contract before signing
- Earnest money should be held by a neutral third party — a title company, not a personal check to you

Virginia disclosure requirement: Sellers are required to disclose known material defects that affect the value or desirability of the property. Failure to disclose can expose you to legal liability after closing. Virginia's Residential Property Disclosure Act governs this — it's worth reviewing carefully or consulting an attorney.



A NOTE ON THE PROCESS

The homeowners who succeed FSBO
aren't the ones who know the most.
They're the ones who *prepare the
most.*

Closing

without an agent.

Once you're under contract, the real complexity begins. Here's what has to happen to get from signed offer to closed sale.

UNDER CONTRACT

- Open escrow with a title company — they'll hold funds and manage the closing process
- Buyer's inspector will schedule a home inspection — you'll receive a report and potentially a repair request
- Negotiate any inspection repair requests in writing within the contract's stipulated timeframe
- Buyer's lender will order an appraisal — if the home appraises below contract price, you may need to renegotiate
- Track all contingency deadlines carefully — missing them can affect your legal standing

CLOSING DAY

- Conduct a final walk-through with the buyer 24–48 hours before closing
- Confirm all agreed repairs are completed and documented
- Bring government-issued ID and any keys, garage openers, and access codes
- The title company will prepare your closing disclosure — review it carefully before signing
- Once all documents are signed and funds certified, the deed transfers and the sale is complete

Strongly recommended: Hire a real estate attorney to review your contract and closing documents. In Virginia, this typically costs \$300–600 and provides meaningful legal protection at one of the most legally complex moments in the transaction.

We're a resource, not a *sales pitch*.

We work with FSBO sellers differently than most agents do. We're not going to knock on your door three times a week asking if you're ready to list.

- 01** We'll provide you with a free Equity Snapshot — what your home is realistically worth today, based on real data. No pressure, no follow-up call unless you want one.
- 02** If you have questions about the process, the contract, pricing, or anything else — call us. We'll answer honestly, even if the honest answer is that you don't need us.
- 03** If you ever decide you want professional representation, we'll step in exactly where you are — no judgment about what came before, no upselling.
- 04** If a buyer's agent brings you an offer on your FSBO, we can review the contract terms with you before you sign — at no cost.

FOUNDER

Joshua Smith.

Founder · Associate Broker & Lead Advisor

Queensberry Advisors at Keller Williams Town Center

Most people come to a real estate transaction with far less information than they deserve. That gap — between what people know and what they need to know — is exactly what Queensberry Advisors was built to close.

Whether you sell on your own or decide you want help, my goal is the same: for you to make a confident, informed decision about one of the most significant financial moves of your life.



WE'RE HERE WHEN YOU NEED US

Questions along the way? *Just ask.*

No pitch. No obligation. Whether you want the Equity Snapshot, have a question about a contract term, or just want a second opinion on your pricing — we're a resource, not a sales team. Reach out whenever it makes sense.

REQUEST YOUR FREE EQUITY SNAPSHOT

NO OBLIGATION · NO FOLLOW-UP PRESSURE · JUST THE NUMBERS



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Mastery. Service. Wealth.

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