



OptionOne<sup>re</sup>  
PRIVATE HOME BUYERS

# GUIDE TO SELLING YOUR HOME PRIVATELY



## Thinking of selling your home? **You have options.**

If you're thinking about selling your home, or the home of a family member that needs your assistance, you should know that there are various options to consider. This guide will walk you through the three most popular ways to sell a home, and help you understand the benefits and drawbacks of each one, so you can make the decision that's right for you.

Of course, we think selling privately is an excellent option, and we'll tell you about **Option One**, and how we make selling your home easy and profitable.



# Your first option: sell privately.

Selling privately has advantages that other home selling methods simply can't compete with:

## **It's fast**

You can have an offer on your home within 24 hours, and close in as little as two weeks. (But the schedule is entirely up to you.)

## **It's easy**

You don't have to go through any of the hassles of typical home sales. Just agree to an offer, and show up at the closing. No repairs or renovations to make, and no "staging" your home for open houses.

## **It's profitable**

**Option One** has the capital to make you an offer and stand by it, guaranteed. And you'll never pay commissions or closing costs of any kind. We cover all the fees associated with a home sale, including title, legal fees, and more.

## **It's private**

Whatever your reason for selling, it should be your business. When you sell privately, the entire transaction is as confidential as you want it to be.





## A popular option:

### Working with a real estate agent or company

This is the most popular way that homes are sold in America. The real estate agent helps you set the selling price, takes care of listing your property, shows the home to buyers, and handles most of the paperwork.

**Costs:** with a real estate agent, you'll pay around 6% of the listing price of your house just in agent commissions. **On a \$350,000 home, that costs you \$21,000.** You'll also share the burden of closing costs and legal/title fees. That can add up to an **additional \$17,500 or more.** Plus renovations if necessary. And you'll keep paying your mortgage, insurance and property taxes until the closing date.

This is a good option if:

- You have time to sell your home. (Usually 3-12 months from listing to closing.)
- You're okay with paying 10-15% or more of the home's value to agents, lawyers, title firms and contractors.

This is a bad option if:

- Your home needs lots of work or is in disrepair.
- The buyer backs out of the deal at the last minute for any reason.
- You're behind on mortgage payments.
- You don't like lots of strangers walking through your house to see if they like it.

## Another option:

### Sell your house on your own

Although it's not a very popular route, selling your house on your own is also an option. The "FSBO" or for sale by owner trend has declined in recent years, but some people still prefer to try this method.

**Costs:** when selling your own home, you'll have to pay for some listing websites, so that people searching for homes can find you. These are nominal fees, usually **\$1,000 to \$2,000**. You may also have to pay 3% for a buying agent fee to attract real estate agents to show your home to their buyers. **On a \$350,000 home, that costs you \$10,500**. You may also be asked to share the closing costs and legal/title fees. That can add up to an **additional \$10,000 or more**. Again, you'll pay for renovations if necessary. And you'll keep paying your mortgage, insurance and property taxes until the closing date.

This is a good option if:

- You have time to sell your home. (Usually 6-12 months from listing to closing.)
- You're okay with paying listing fees, buying agent fees and sharing closing costs.

This is a bad option if:

- Your home needs lots of work or is in disrepair.
- You don't like negotiating the price of your home with potential buyers.
- You're not good with detailed paperwork, filings and reporting.





## Option One:

### Sell privately and keep more of your home's value

When selling privately to a real estate investor like **Option One**, you don't have to worry about all the hassles of selling through a realtor or trying to sell your home yourself. We take care of all the details, pay you directly, and don't charge any hidden fees or commissions. You even get to choose the closing date.

**Costs:** there are no costs associated with selling privately. Whatever our offer is, that's what we'll pay you. That's guaranteed in writing.

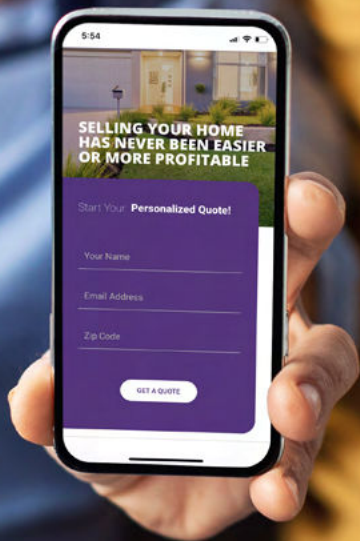
This is a great option if:

- You want to sell your home faster than the normal process allows.
- You don't want to invest in renovations or repairs.
- You want to keep your home sale confidential for personal reasons.
- You want to keep more of your home's value instead of paying it in commissions.

Contact us today if:

- You're ready to sell your home or thinking about selling soon.
- You like things to be easy and trouble-free.
- You want to earn a referral fee for recommending friends and family!

Visit [www.optiononeMD.com](http://www.optiononeMD.com) or call 888-801-OPTION (888-801-6784)



# Option One:

## Some reasons you might want to sell privately

There are many reasons people want to sell their home without parading strangers through their kitchens and bathrooms every Sunday for six months. The reasons include life situations that affect all kinds of people:

**Home inheritance:** you may have inherited a home from a parent or relative, and don't have time to go through the process of a traditional agent sale.

**Downsizing:** now that the kids are gone, you may have "too much house," or want to relocate to something more manageable.

**Home in disrepair:** maybe the work and cost of renovating isn't worth doing, and you just want to get a fair offer for your house.

**Financial reasons:** you may need cash, and your home has value. Use the money for a new down payment, or other life expenses.

**Rental property:** maybe you're tired of being a landlord, or can't find tenants, and want to get rid of your investment without the work of fixing it up.

**Life events:** new job, relocation, divorce - anything that might mean a house needs to get sold, and it would be best if it were done confidentially.





## Option One:

**Schedule a consultation today. No obligations, no pressure.**

If selling privately sounds like something you might be interested in, there's nothing to lose by contacting us. We'll schedule an appointment, come see your house, and tell you what we think of the house. If you want, we'll make an offer to buy within 24 hours. It's yours to accept or not. Even if you want to just have a conversation about how it all works, we'd love to show you how simple the process is.

Plus:

- You determine the closing date (minimum two weeks.)
- You don't have to make any repairs.
- You also become part of our referral network, where you can earn additional income just by telling your friends and family about us!

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**"We loved Zach and everyone at Option One! They gave us a great offer, made everything so easy, and we were really treated like royalty. Five stars!"** -Kim (and Jack), Glen Burnie MD



Option One is a private real estate investment firm that specializes in direct home sales without the need for a realtor. We operate in Maryland, and are interested in buying homes throughout the state.



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