

**FOR SALE BY OWNER MANUAL**

**DIANA NEWHOUSE  
PRUDENTIAL CALIFORNIA REALTY  
8898 RIO SAN DIEGO DRIVE, SAN DIEGO, CA  
92108**

**(619) 220-6313**

**(619) 889-2515**

When you **list** your **home** with **us**, you get from us everything the traditional agents do: put up a sign, lockbox, advertised in the Real Estate Board Computers, internet, etc.

**Plus**, our active marketing approach.

We will:

1. Contact the top 1% agents, countrywide, and nation wide to market your home.
2. We will telephone 300-500 homeowner/decision makers every week in the area to let them know we have just listed your home, and ask for buyer leads. This process takes up to 4.5 hours per day.
3. Fully licensed staff to handle buyers calls.
4. We will continuously communicate the results of our activities to you and suggest any changes necessary to keep your property competitive with any new listings or sales in your neighborhood.
5. We will contact you every week to update you on the progress.
6. After an offer has been accepted, We will follow through step by step through the critical process to ensure a smooth transaction, and if necessary co-ordinate with the purchase of your new property or investment exchange.

**Our plan is simple and effective!!!**

It involves professionalism, persistence and plain hard work.  
We earn our business by working for it.

When you need to move call...

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### HOW TO INTERVIEW A REAL ESTATE AGENT TO SELL YOUR HOME

I believe in a level playing field when interviewing a Real Estate Agent! These questions are designed to tell you if the agent is listing for any reason other than getting your property **SOLD!!**

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	<b>Diana Newhouse</b>	<b>Other</b>
Do you work as a full time Real Estate agent?	Yes	
How many house per day do you prospect to getting your listing sold?	3hrs +	
How many people do you personally contact per week to get my home sold?	300-500	
Can I stop by your office at anytime to watch how you prospect to generate buyers for my home?	Yes	
How often will you report to me?	Weekly	
If you prospect all day, how many assistants do you have to answer the phone calls, do the legal paper work, and manage the sales related questions?	1 Staff	
As an agent are you the top 1% of all realtors nationwide for number of units sold per year?	Yes	
How many properties did you sell in 1999?	46	
If I am not satisfied with the service I receive, may I cancel the listing with you at any time for any reason?	Yes	

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If an agent is willing to take your listing over or at a reduced commission rate, they are interested in your home as a "magnet" for buyers. Then they use your overpriced home to sell you competitor's home. When choosing a agent to sell your home, find an aggressive agent that has the interest to: price your home right, sell it in your time frame, and get the most money, and the fewest problems.

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### **QUESTIONS TO ASK THE BUYERS THAT WANT TO SEE YOUR HOUSE:**

1. How long have you been looking for a home?
2. How much of a down payment are you working with?
3. Have you met with a mortgage broker/lender?
4. Do you have a pre-qualified letter, or a pre-approved loan package?  
If yes, from whom?
5. Will you need to sell an existing home before you buy mine?

### **TIPS FOR AN OPEN HOUSE:**

1. Ask them to sign the guest list, in full.  
If they refuse, they are not your quest or prospective buyer.
2. If more than one party shows up at one time, admit only one party at a time. If there are more than one member in each party, make sure they stay at the same part of the house, within your sight at all times.
3. Ask all of the above questions when they are interested in your home.

Remember, Real Estate is a fair industry, no one gets paid until the work is done... Do you feel I can sell your home?

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**OPEN HOUSE GUEST LIST**

NAME                      ADDRESS                      TELEPHONE #

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1.

2.

3.

4.

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7.

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14.

15.