



13385A West 130th Street North Royalton, Ohio 44133 Phone: 440-230-2211

**FOR IMMEDIATE RELEASE**

December 21, 2006

Laurie Bellomo  
Vice President  
FSBO Title Agency  
440.230.2211  
laurie@fsbotitleco.com

**A title agency only for FSBOs**

## **Selling your own home doesn't have to be expensive and complicated**

NORTH ROYALTON - Selling your own home isn't as complicated as some people try to make it sound. Take it from Laurie Bellomo and Lana Stover. Combined, they've sold 13 of their own homes without hiring a single real estate agent. Laurie and Lana, owners of the new For Sale By Owner (FSBO) Title Company, want to show homeowners how simple it is to save thousands of dollars by taking the For-Sale-By-Owner route to selling their houses.

"Realtors scare people with a lot of paperwork," Laurie said. "It looks so complicated that people think they need a professional to handle it. All you need to sell your house is a purchase agreement and the state required forms. A lot of people are surprised when we show them the forms. They want to know where the rest of the paperwork is."

FSBO Title is a rare title company in the area that works exclusively with FSBOs. The agency offers free seminars twice a month to explain the sales process and offer tips to help sellers effectively market their homes.

"People can buy a car for what they are paying in commission to real estate agents," Laurie said. "All the real estate agents are doing is marketing. The beauty of selling by owner is you have total control over marketing."

Laurie and Lana pointed out that a home can be sold without a real estate agent or an attorney, but a title company is required to transfer property. You might as well work with experts.

After being in the title industry for 16 years, Laurie teamed up with Lana in April to establish FSBO Title. Noting that there was a need for a title agency that worked exclusively with FSBOs, Laurie and Lana moved to fill the void.

"For title agencies, the customer is normally the Realtor or the mortgage lender, so that's who they aim to please," Lana said. "We deal directly with the seller and the buyer. We don't market our services to Realtors. We go right to the source - right to the person who is selling their own house. That's our customer."

Having sold 13 of their own homes, Laurie and Lana have a solid expertise in what works and what doesn't. They offer customers a free E-Z Purchase Agreement Package for home sellers. The package provides plenty of expert advice about marketing.

"There are companies that say they are going to list your home on their web site," Laurie explained. "But their sites often are rarely seen by anybody. We direct people to the top five web sites that people are going to go to when they are looking for a new home."

FSBO gladly offers free consultation to sellers before they put their home on the market. And they don't obligate people to use their services once they accept an offer on their home.

"We encourage people to talk to us before they put the sign up," Laurie said. "Learning from our experience can really save them a lot of problems. We offer a lot of common sense recommendations that you don't think about until you've been through it. And if you choose to work with us to transfer your title, you won't be a number. You'll get personal service from me or Lana."

Along with individual consulting, FSBO Title offers free seminars every other Saturday at its offices in North Royalton. They cover a variety of topics, like how to set a price and why that is so important, understanding your purchase agreement, and how to market your home to get prospective buyers into your house."

Laurie said more sellers than ever are doing it themselves.

"You know your home better than anybody and you are more motivated than anybody else to sell it," she said. "There was a time when people tried it on their own, then hired a real estate agent if it didn't sell. Now the trend is reversing. Now people drop the Realtor when their home doesn't sell after six months and they go For Sale By Owner."

FSBO Title Co. offers free two-hour For Sale By Owner seminars every other Saturday morning, at 9:00 a.m. at its offices, at 13385A W. 130th Street, at Route 82, in North Royalton. Seating is limited. Please reserve your reservation at 440-230-2211. See more information at [www.fsbotitleco.com](http://www.fsbotitleco.com).

More information about FSBO Title Co.'s free seminars is on the following page.

**# # #**

# **Join the For Sale By Owner Title Company**

## **For a free First Time Home Seller's Seminar**

FSBO Title Company will provide everything you need to successfully sell your own home and avoid real estate commission and attorney fees.

Topics include:

- Marketing dos and don'ts
- The best place to advertise your home
- Where to go to get comparables for your home
- How much are your closing costs and who pays for them
- Filling out all the paperwork
- The process of selling and transferring real estate
- How property taxes work
- What a home warranty is and how it can benefit your buyer
- What earnest money is and how much should you collect from the buyer
- What is title and escrow
- Why you need a title company and not just any title company
- What happens after a buyer makes an offer
- The closing process in detail

Register now for the next seminar. Call to reserve your seat, at 440-230-2211.