

Top 5 Questions to Ask Before Selling Your Home

**FREE
GUIDE**

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Top 5 Questions to Ask Before Selling Your Home

Selling your home off-market can be a quick and convenient option, but it also comes with risks if you're not well-informed. Let me share a story that illustrates why asking the right questions is critical:



Meet James. He needed to sell his home fast due to financial difficulties and decided to sell off-market to an investor who promised a "hassle-free" process.

Unfortunately, James didn't realize the buyer was a wholesaler who wasn't planning to buy his home directly. The wholesaler locked James into a contract, then tried to sell that contract to someone else. The deal fell through, costing James time and forcing him to start over. Had James known the right questions to ask, he could have avoided this frustrating experience



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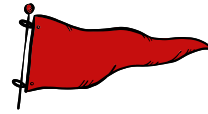
Question #1

Are you a wholesaler, or are you the buyer?

WHY IT MATTERS

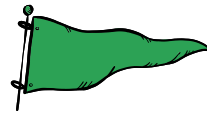
Knowing Your Buyer Keeps the Deal on Track and Reduces Risk.

Wholesalers act as middlemen who put your home under contract and then try to sell that contract to another buyer—often at a profit. This can lead to delays, uncertainty, or even deals falling apart if they can't find a buyer. Knowing whether you're dealing with a wholesaler or a direct buyer helps set clear expectations.



RED FLAG ANSWERS

- "Don't worry about that; I'm just here to help you sell fast." (Avoid vague or evasive responses.)
- "I'm technically a buyer, but I might assign the contract." (This indicates they're a wholesaler.)



GREEN FLAG ANSWERS

- "I'm the end buyer and plan to purchase your home directly."
- "I'm not a wholesaler. I have the funds or financing ready to close the deal myself."
- "I'm transparent about my process, and I'll be the one closing on your property."



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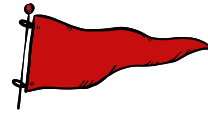
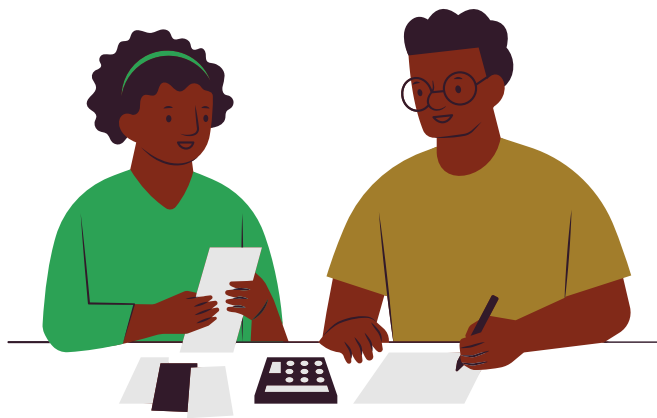
Question #2

What is my home worth in today's market?

WHY IT MATTERS

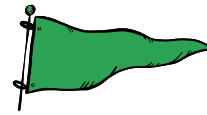
Understanding Your Home's Value **Protects You from Lowball Offers.**

Even if you're selling off-market, it's crucial to understand your home's value. Wholesalers and investors often offer below-market prices, so knowing your home's worth helps you identify lowball offers and negotiate effectively.



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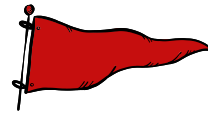
Question #3

How quickly can you close, and are there any contingencies?

WHY IT MATTERS

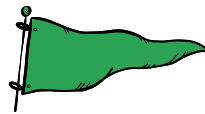
Recognizing buyer contingencies ahead of time **prevents setbacks and keeps your closing on schedule**

One of the biggest advantages of selling off-market is a faster closing timeline. However, some buyers may include contingencies that could delay the process. Make sure you understand their ability to close quickly and what could cause delays.



RED FLAG ANSWERS

- "I'll close in a week, guaranteed!" (Promises that sound too good to be true often are.)
- "It depends on whether I can find a buyer for your contract." (This confirms they're wholesaling.)



GREEN FLAG ANSWERS

- "I can close within [specific timeframe], and I'll use cash or pre-approved financing."
- "There are no contingencies; we'll close as soon as the title work is complete."
- "If there are delays, I'll communicate them upfront and work to resolve them quickly."



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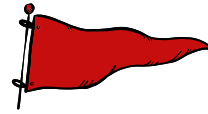
Question #4

What costs should I expect when selling my home off-market?

WHY IT MATTERS

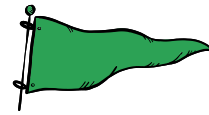
Understanding all costs upfront **ensures your off-market sale is truly a financial win.**

Off-market sales often come with fewer costs than traditional sales, but you should still be aware of potential fees, deductions, or hidden charges. Transparency is key to ensuring you're getting a fair deal.



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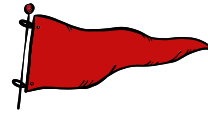
Question #5

How do you determine your offer price?

WHY IT MATTERS

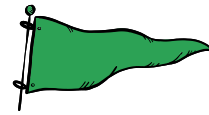
Understanding how investors calculate offers gives you confidence to negotiate effectively.

Investors often calculate their offers based on a formula, factoring in the home's current condition, potential repair costs, and their desired profit. Understanding this process helps you evaluate whether the offer is reasonable.



RED FLAG ANSWERS

- "It's just based on what I think it's worth." (A vague answer shows a lack of transparency.)
- "I'll give you the best price I can." (Without an explanation, this is likely a lowball offer.)



GREEN FLAG ANSWERS

- "I calculate my offer by estimating the home's after-repair value (ARV), subtracting repair costs, and factoring in a fair profit margin."
- "Here's a detailed breakdown of how I arrived at this number."
- "I'm happy to walk you through the numbers so you can see how I came to this offer."



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Protect Yourself and Your Investment

Selling off-market can be a great option, but only if you ask the right questions and understand who you're dealing with.



Let's revisit James's story: if he had asked whether the buyer was a wholesaler or a direct buyer, he could have avoided being locked into a contract that fell apart.

By understanding his home's true market value, he might have recognized the offer was too low. And by clarifying the closing timeline and associated costs, James could have planned more effectively and avoided delays.

The lesson? **Knowledge is your best defense.** By addressing these five critical questions, you'll be equipped to spot red flags, negotiate with confidence, and secure a deal that works for you —not just the buyer.

If you're considering selling your home off-market and want to ensure a smooth, fair transaction, let's connect! [Schedule a Complimentary Home Value Analysis](#) to discuss your options and get expert guidance.



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