

# **Your Step-by-Step Selling Manual**

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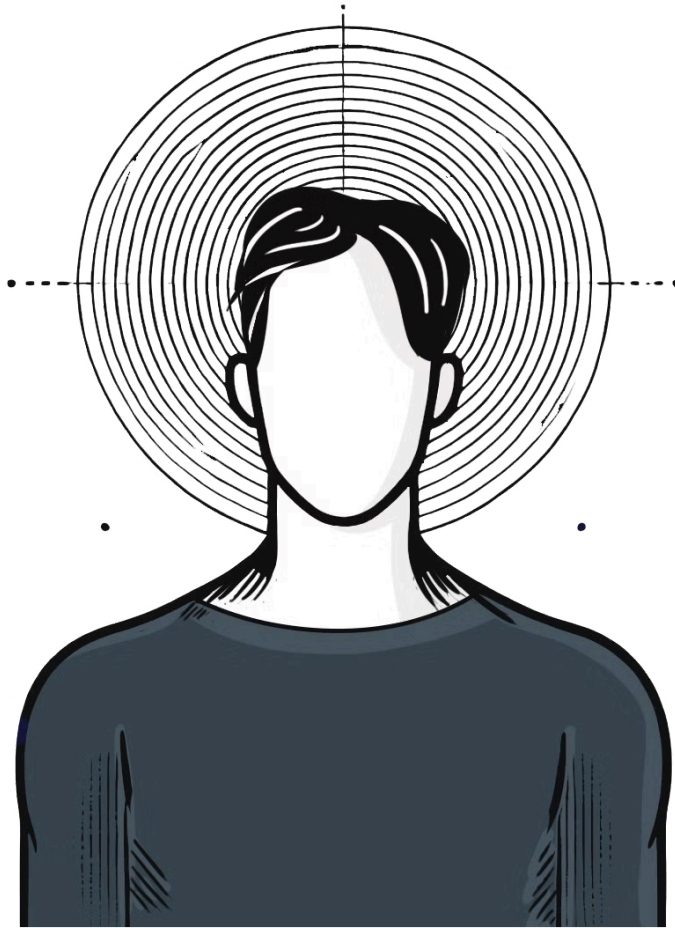
**My name is Chandler ...**



**... and if you're anything like most folks I talk to ...**



**... your radars are probably buzzing right now.**



***"Is this just another guy trying to buy my house?"***



***"Is he really here to help me?"***



***“Can I actually trust this?”***



**Honestly, I get it. Those are BIG questions ...**





**... that I can't answer for you.**



**But what I *can* do is help you take control of the process ...**



**... which is why my team and I at NO-BS Solutions created this manual ...**



**... to make the overwhelming simple.**

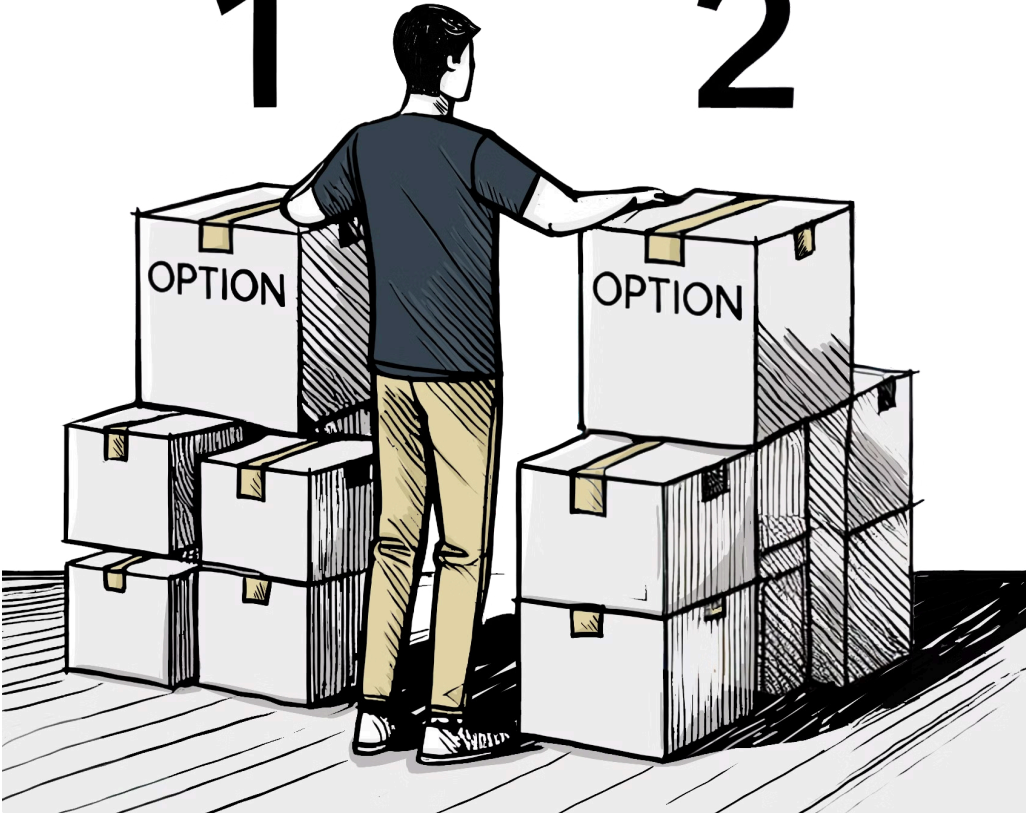


# This manual is here to help you ...



# ***ONE* Break down your options**

OPTION      OPTION  
1              2





***TWO*** Figure out what works best for you ...



***AND THREE* navigate the selling process with confidence.**





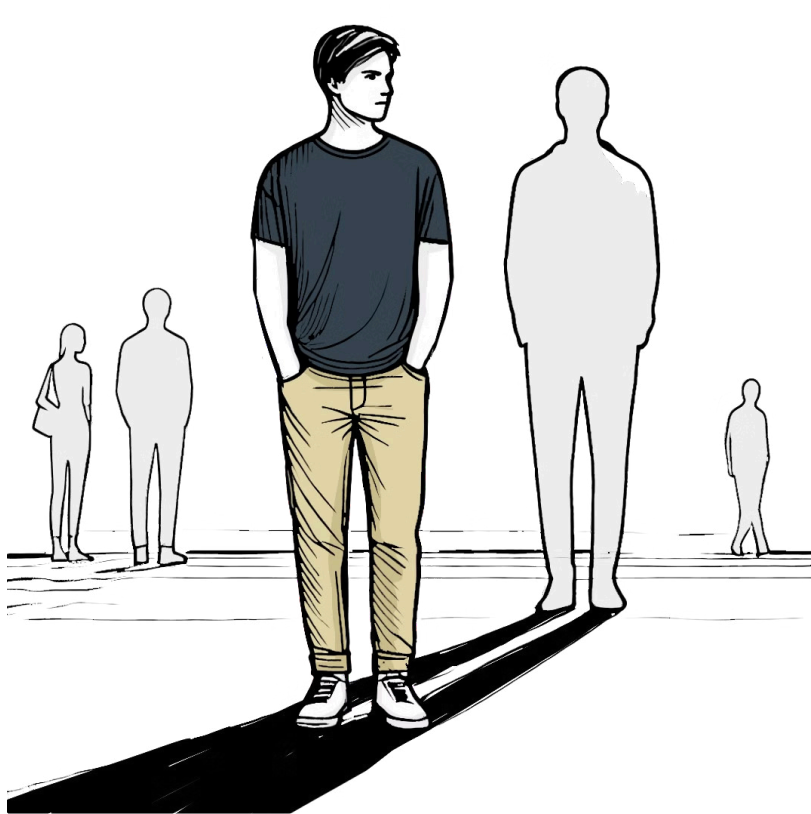
**Because when the time comes to sell, you deserve to feel in control.**



**Let's get started!**







## I know we're strangers right now...

And let's be real, **you don't trust me yet.** I wouldn't either.

So before we dive in, let me tell you *why* you should even consider what I'm about to share.



## We're just a team of local Milwaukee guys...

With one mission: to help as many families as we possibly can.

In 2022, we joined forces and started NO-BS Solutions—a solutions provider focused on making a difference.

**However, I know you can't be convinced, the choice is always yours...**

# And I can't make you keep reading this manual...

But I *can* show you a glimpse of the hundreds of families we've worked with the hope of:

... A this manual points you in the right direction with the information I'm about to share,

... or B you decide to work with us directly through our all-in-one approach to help you reach your goals.

I hope that clears up some questions... now let's keep moving!



**Gregory Monroe Seed** ★ recommends NO-BS Solutions.

May 24 · 🌐

...

Highly Recommended! Everything went smooth, quick, and best of all, there was no BS! My house was in foreclosure, with about 40 days left until the Sheriff sale date. Carson called me out of the blue and asked if I wanted to sell it. The negotiation was easy, and we quickly came to a price that was fair and agreeable to both of us. The rest of the sale process was completely painless, with Carson and his team handling everything, all while keeping me in the loop at every step of the way.

Thanks to Carson, I went from having a foreclosure judgement against me, to having that judgement vacated, all of my collections and other debts paid, and a few bucks in my pocket! As a full-time single father of two, it made a huge difference. Thank you again Carson, Chandler, and the rest of the NO-BS team!

👍 NO-BS Solutions



**Joe Dorff** ★ recommends NO-BS Solutions.

April 7 · 🌐

...

Timing is everything. Carson called me while I was at my rental house after a tenants surprise move out left me with an extreme hoarder situation. I've had the house since 2009. There was "No BS". Straight to the point process of selling the property in "as is condition".

Thank you Carson

Joe and Mindy

👍 NO-BS Solutions



# This manual is meant to be read like a book!

## From start to finish.

Trust me, you'll get the most out of it that way.

And don't worry, I kept things simple...

... like we're just chatting over coffee.

Take your time with it... I promise it will be worth it!





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**Disclaimer: Even if you only dive into 25% of this manual...  
you'll still see a massive impact BUT keep in mind, our videos  
go into depth more so then this manual.**





## Back to this photo...

When it comes to selling, you've got two routes;

... selling to an investor

... or listing the property with an agent

Both options have their perks, and each comes with a few trade-offs.

The goal? To help you understand the differences.

**To start out, lets define the two routes...**



## **Selling to an investor is like having a garage sale...**

You're not trying to present everything perfectly...

... you just want to sell items quickly and without hassle.

Buyers know they're getting things as they are, and you don't need to spend the extra time or money making everything look perfect.



## Listing traditionally is like opening a boutique shop...

It's better to polish, stage, and market everything to attract the right buyers.

It takes more effort, time, and upfront capital but it can lead to a higher price if done right.

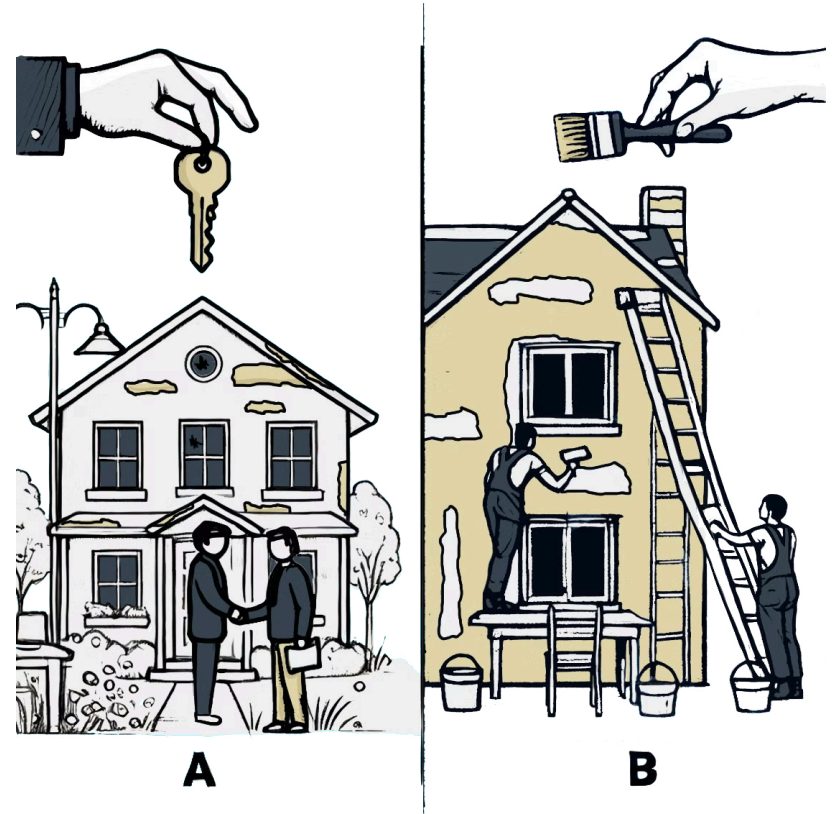
**Let's dive a little deeper...**



# 1. Effort and Prep

Selling to an investor lets you skip the repairs, staging, and cleaning, just hand over the keys as the house stands.

Listing traditionally requires making your home market-ready, often with updates, repairs, and professional staging.





## 2. Buyer Expectations

When selling to an investor, know they're taking on a project and expect the property to come with quirks or issues.

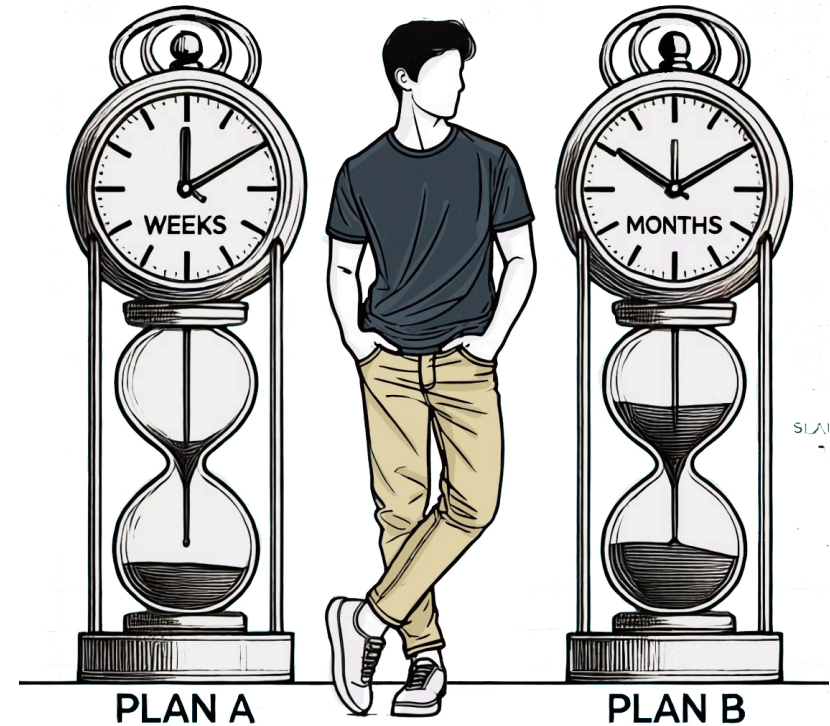
Listing traditionally typically mean traditional buyers who are often looking for move-in-ready homes and tend to be pickier about condition.



### 3. Timeline

Selling to an investor typically closes fast—sometimes in weeks—since there's no waiting on inspections or lender approvals.

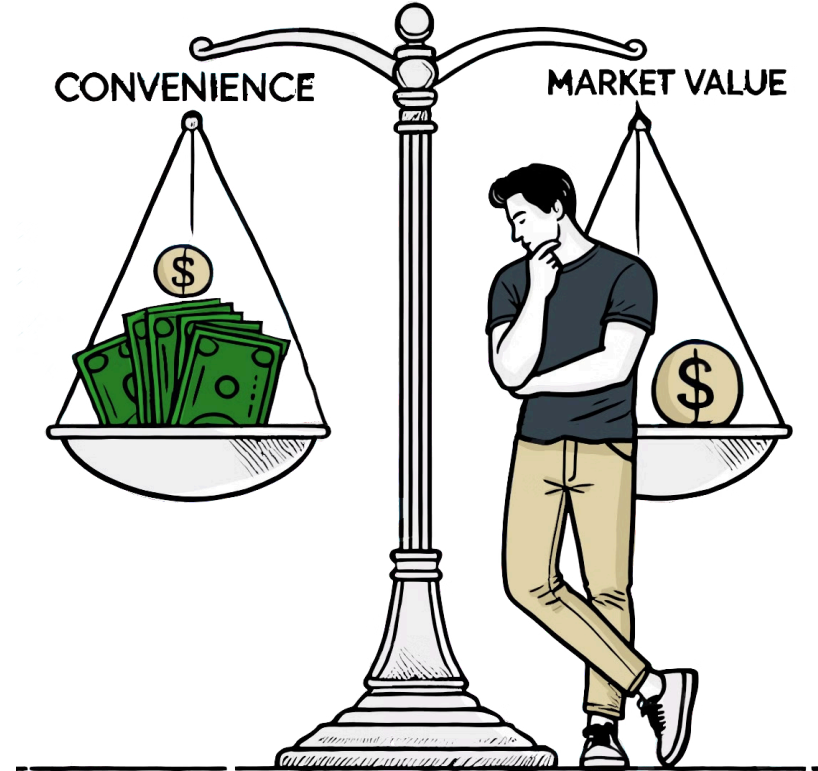
Traditional listings take longer, with showings, negotiations, and buyer financing often stretching the process to months.



## 4. Final Price

Selling with an investor, the convenience comes with a trade-off—you're likely to sell below market value.

Listing traditionally takes more effort but can lead to a higher price if the property is polished and appeals to buyers.

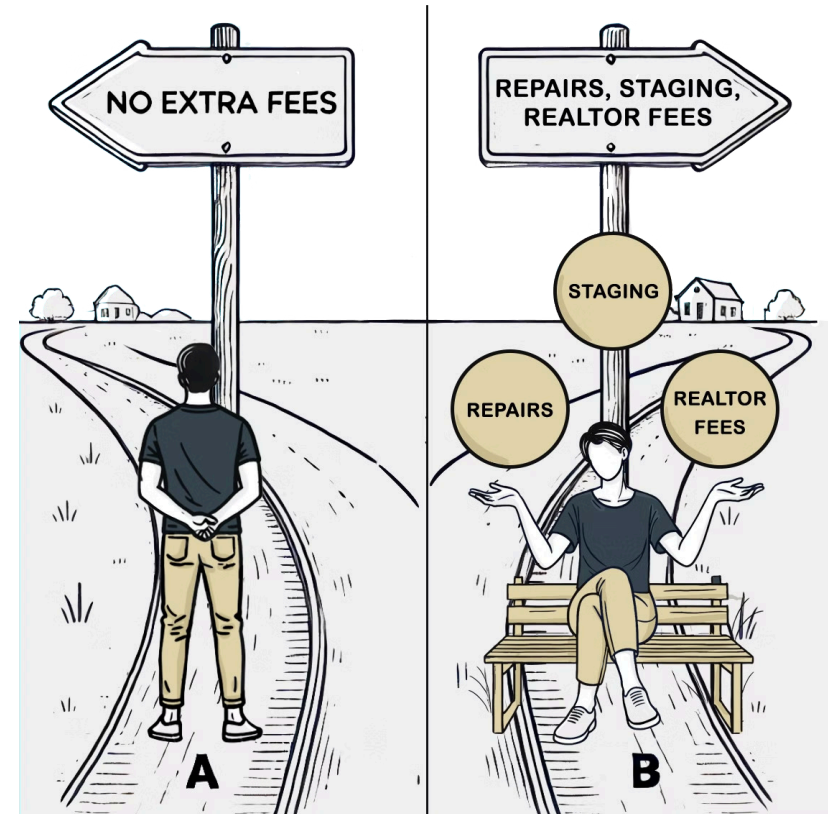


## 5. Fees and Costs

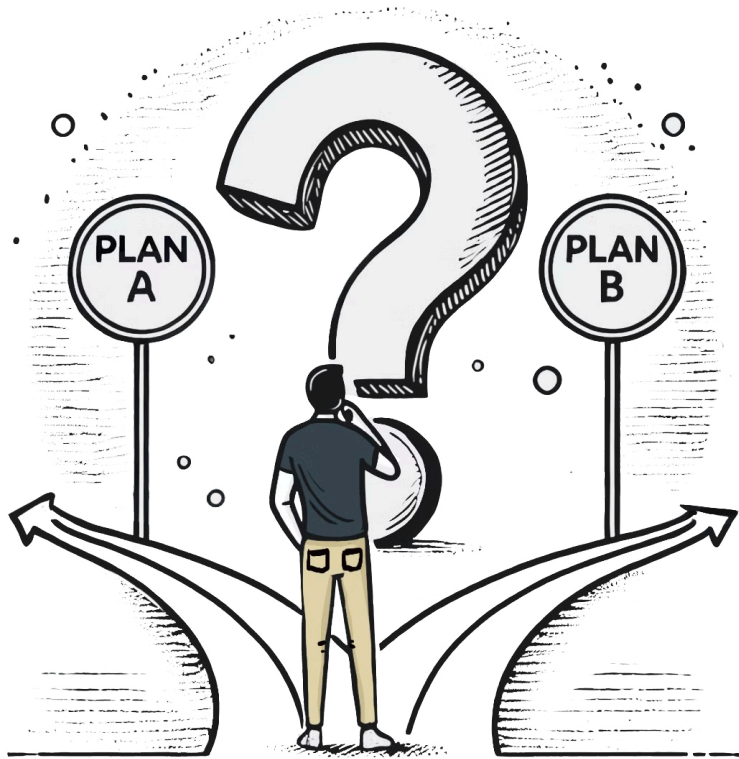
Selling to an Investor means no realtor commissions or hidden fees—just a straightforward offer where you keep more of what you make.

Listing traditionally, on the other hand, comes with agent commissions (typically 5-6% of the sale price) and additional costs for repairs, staging, and closing fees.

Now its time to ask yourself ...



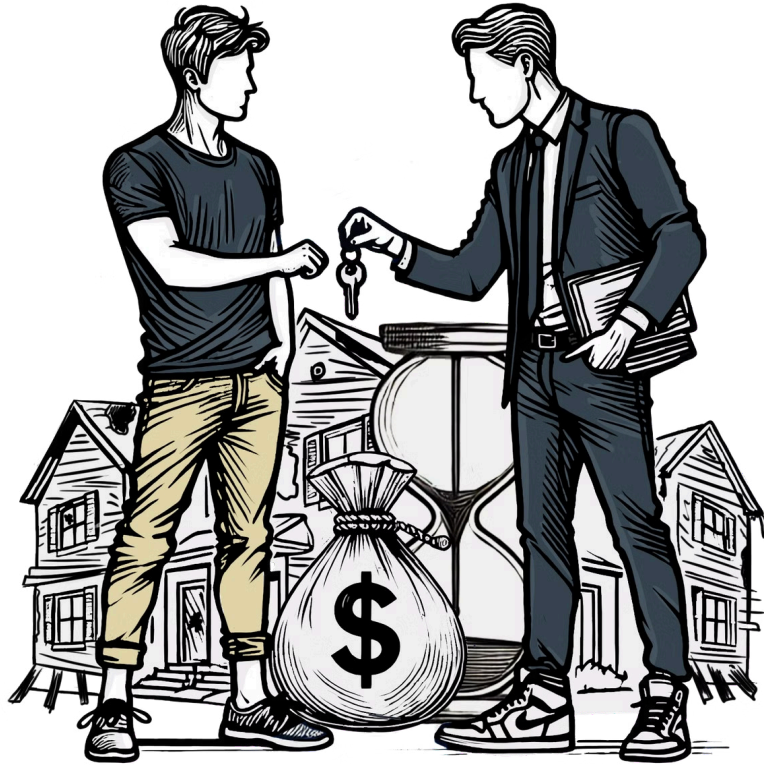




## **This is a big question ...**

It'll help you figure out which route actually fits your needs and situation.

So, here's what I did—I broke it down into Plan A and Plan B.



## Lets dive into Plan A ...

This plan is all about fast easy cash in hand:

- **Speed and Simplicity** means a faster closing process, often in weeks, without delays from inspections, repairs, or financing.
- **Skip Repairs and Upgrades** by selling the property exactly as it sits—no cleaning, staging, or fixing needed.
- **Less Hassle** because investors understand the property's condition, eliminating showings and picky buyers.
- **Certainty of Sale** with cash buyers, reducing the risk of deals falling through and making the process smooth and predictable.



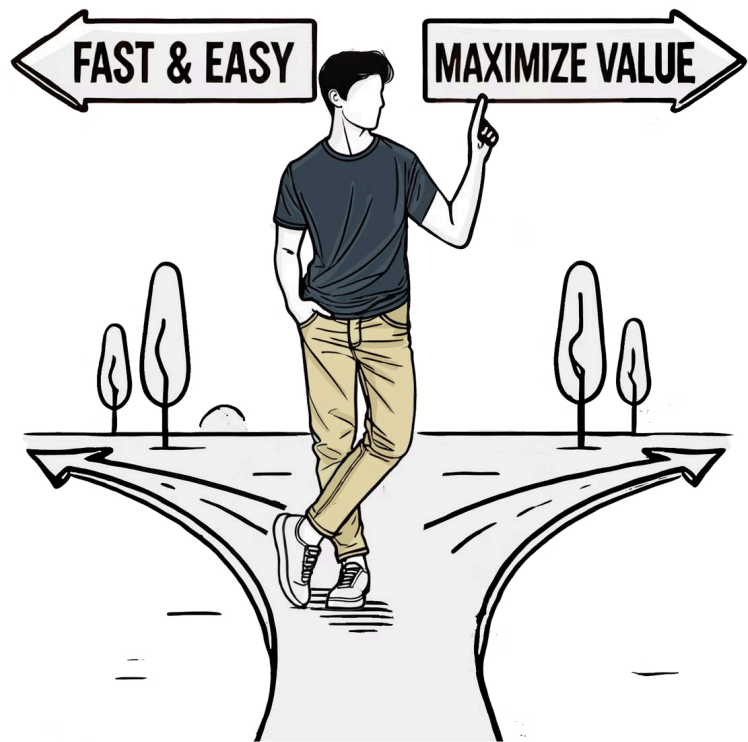


## Now lets dive into Plan B ...

This plan is all about maximizing value and attracting top-dollar buyers:

- **Higher Sale Price** by showcasing a polished, market-ready home to attract buyers willing to pay more.
- **Broader Buyer Pool** with traditional buyers looking for move-in-ready properties, increasing competition and interest.
- **More Control Over the Sale** as you set the terms, negotiate offers, and decide which deal works best for you.
- **Potential for Higher Net Profit** if the effort of repairs, staging, and showings pays off with a strong offer.





## It really comes down to what matters most to you ...

*Plan A, are you looking for speed and simplicity?*

Or...

*Plan B, Is maximizing value and control more your priority?*

Next, we'll dive deeper into when listing your property makes the most sense... and when selling to an investor could be the better move.



# Now let's see what this looks like in real life ...

Person A decides to list their property on the market because it's move-in ready and has potential to attract top-dollar offers.

Person B chooses to sell AS-IS to an investor for a quicker, hassle-free process that doesn't require repairs or staging.

The goal? To help you step into their shoes, compare both paths, and decide which one aligns best with YOUR goals.

Let's break it down, starting with Person A...



## Meet Sarah...

She inherited her late grandmother's home—a charming property with original hardwood floors and that classic neighborhood appeal. The home is well-kept, with updated appliances and a cozy vibe that buyers love.



## Sarah isn't in a rush to sell ...

And she knows the home's condition makes it market-ready. After hiring a realtor, doing a little staging, and taking professional photos, the property is listed.



## Within weeks, Sarah's patience pays off ...

Her grandmother's home receives multiple offers, selling for top dollar. For Sarah, listing was the perfect fit.

Lets dive into how Persons B situation could look like ...





## Meet Mark...

He inherited his father's old house—a place filled with memories but also outdated fixtures, peeling wallpaper, and a roof that's seen better days.





# Mark doesn't have the time or resources to fix it up...

Between his full-time job and family responsibilities, the thought of managing repairs and dealing with showings feels overwhelming.



## Instead, he decides to sell AS-IS to an investor...

Within days, Mark connects with a cash buyer who makes him a fair offer, no repairs or cleaning required. The process is quick and hassle-free, letting Mark move on without the stress.



# So... Are You More Like Mark or Sarah?

Both options come down to what fits your situation best.

Listing works if you're ready to invest time and effort for a higher return.

Selling to an investor is ideal if you want speed and simplicity.

There's no wrong choice, just what's right for you.

**That brings us to the next section to help you pinpoint which route truly fits your situation and goals ...**

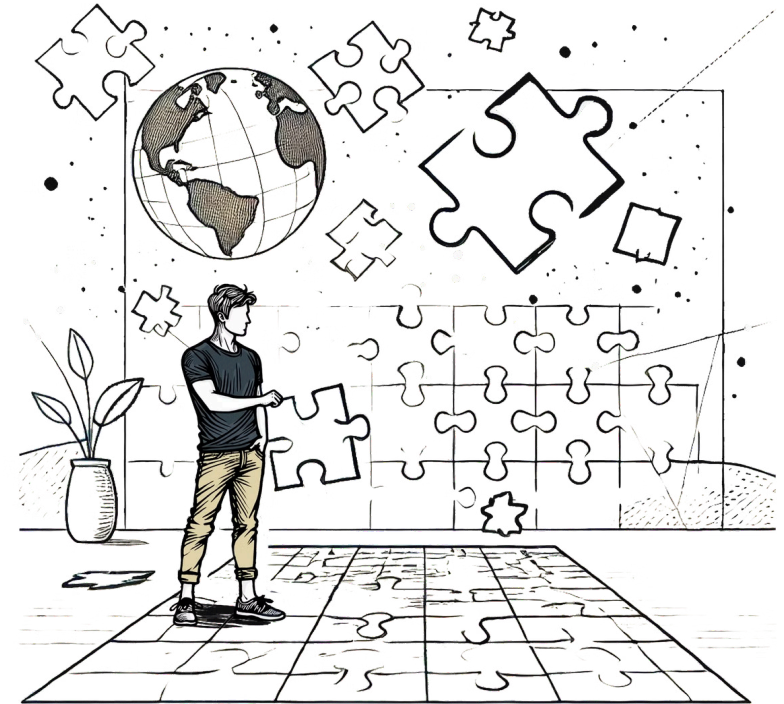




# This is where it all comes together...

And by now, I hope you might have a clearer idea of which route makes the most sense for you. Your goals are the key to determining the best path forward.

Here's a step-by-step checklist to help you focus on what truly matters and identify the selling route that best fits your situation.



# Defining Your Goals Checklist

1

## Priorities

- Are you looking for speed and simplicity?
- Or do you want to maximize your profit, even if it takes more time?

2

## Property Condition

- Does the house need significant repairs or feel like a time capsule?
- Or is it move-in ready with updated features?

3

## Timeline

- Do you need to sell quickly to move on with your life?
- Or can you wait for the right buyer to come along?

4

## Effort

- Do you want a no-fuss process where you leave the property as-is?
- Or are you okay with paying a realtor, putting in the work to clean, stage, and repair?

5

## Negotiation Comfort

- Would you prefer a straightforward deal with minimal back-and-forth?
- Or are you comfortable navigating offers, contingencies, and inspections?



## **This should take time ...**

Sit down with your family (or whoever's involved), grab a piece of paper, and sort out what's best for your situation. Take a moment to weigh your priorities and determine what makes the most sense for you.



## By getting clear on your goals ...

You'll set yourself up to make a confident, informed decision moving forward.





## Take a second to breath ...

I get it, handling an entire estate is *a lot* to take on.

But you're doing amazing! You've absorbed so much already, and now you're just one step away from bringing it all together.

**Let's finish it up...**



# Before you dive in, let's lay the groundwork for your sale ...

This all comes down to the route you choose ...

So, in the next sections, we'll break it down into two approaches:

... Preparing for an Investor Sale, where simplicity and speed are the name of the game.

... And Preparing for a Listing Sale, where time and effort can lead to a higher market price.

The goal? To help you understand the unique steps for each option and feel confident in your choice.

**Let's start with preparing for an investor sale ...**



# 1. Get a Clear Understanding of Your Property's Condition

Take note of any major issues, like roof damage, plumbing problems, or structural concerns. You don't need to fix them, but knowing what's there helps you communicate with investors and understand their offers.



## 2. Declutter for Accessibility

You don't have to deep clean or stage the home, but clear out personal items and excess clutter so investors can easily assess the space.



### 3. Collect Important Documents

Gather any paperwork related to the property, like the deed, utility bills, and recent tax assessments. Investors will likely ask for these details during the sale process.





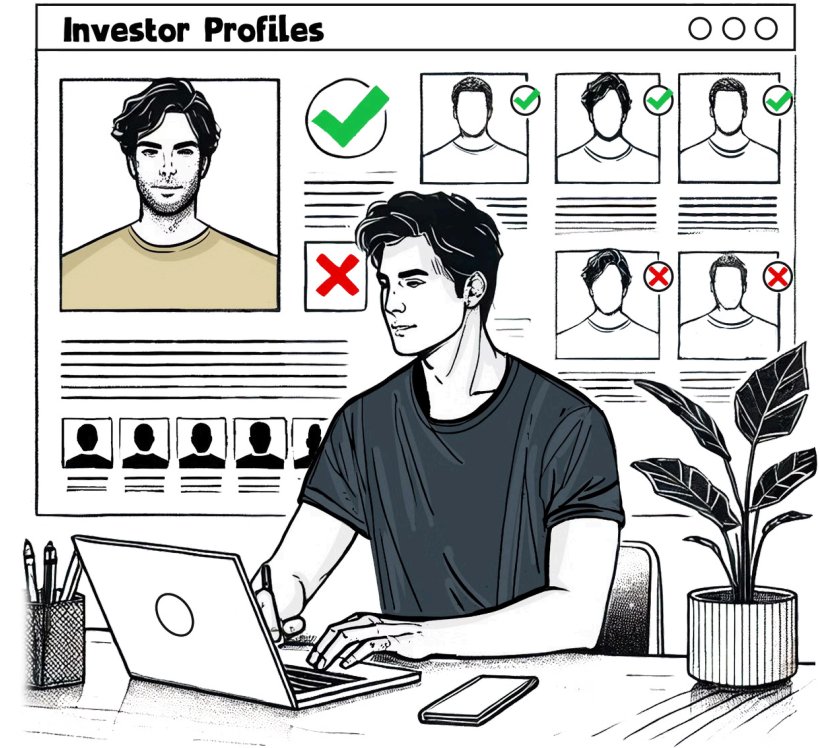
## 4. Consult With Family Members

If the property is inherited, sit down with everyone involved. Make sure all decision-makers are on the same page about selling as-is and agreeing on terms.



## 5. Research and Vet Potential Investors

You've probably already been bombarded with calls, texts, or mail from potential buyers, and it can feel overwhelming. Take your time to research and vet the ones who seem serious. Look for those with good reviews or referrals and who are willing to answer your questions honestly. The right buyer will make the process smooth, not stressful.





## 6. Be Ready to Discuss Your Goals

Investors often tailor their approach to meet your needs—whether that's a quick close, extra time to move, or help with an estate sale. Be prepared to share what's most important to you.

**Now dive into preparing for a Listing ...**





## 1. Consult with a Realtor

Start by bringing in a trusted professional. A good realtor will guide you through every step—pricing, marketing, showings, negotiations, and handling commissions and fees. Their expertise ensures you're making informed decisions, maximizing value, and positioning your property for success.



## 2. Plan for Repairs and Updates

Work with your realtor to identify any key updates or repairs that can boost your home's value. Whether it's a fresh coat of paint or fixing minor issues, these efforts can make your property more appealing to buyers.



### 3. Clean and Declutter

Create a clean and welcoming space by tidying up and removing personal items. A clutter-free home helps potential buyers envision themselves living there.



## 4. Stage the Home

Highlight your home's best features with thoughtful staging. Set up furniture and décor to create inviting spaces that stand out in photos and during showings.



## 5. Handle Showings

Be prepared for open houses and private tours. Showings can be inconvenient at times, but they're key to getting offers. Your realtor will help you manage the schedule and feedback.





## 6. Navigate Offers and Negotiations

Once buyers start making offers, your realtor will guide you through the negotiation process. They'll help you evaluate terms, counter where necessary, and secure the best deal.

**You're almost there!!!**





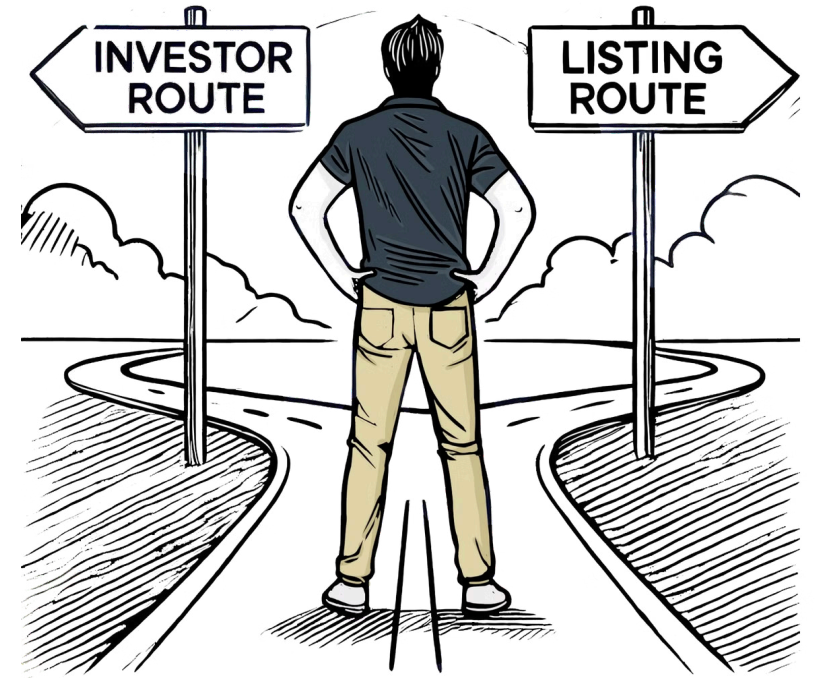


# You've made it through the key steps and explored the options...

Now it's time to take everything you've learned and put it into action.

This process can feel overwhelming—but remember, it's all about taking one step at a time.

Whether you're leaning toward listing or selling AS-IS, the groundwork you've laid here sets you up to make an informed and confident decision.



# So, here's what to do next...

**1**

## **Reflect on Your Goals**

Take a moment to revisit what matters most to you. Speed? Simplicity? Maximizing value? Clarity here will guide every decision you make.

**2**

## **Choose Your Route**

Decide whether listing or selling to an investor aligns with your situation and goals. Use what you've learned to weigh the pros, cons, and practicalities of each option.

**3**

## **Reach Out for Support**

Whether it's a realtor to guide your listing process or an investor to make an offer, start the conversations that will move you forward.

## You're not alone in this ...

At the end of the day, this decision is yours to make—but that doesn't mean you have to figure it out by yourself. Whether it's guidance, support, or simply a listening ear, we're here to help.

**Now, let's dive into the final section and explore how we can be a part of your solution ...**





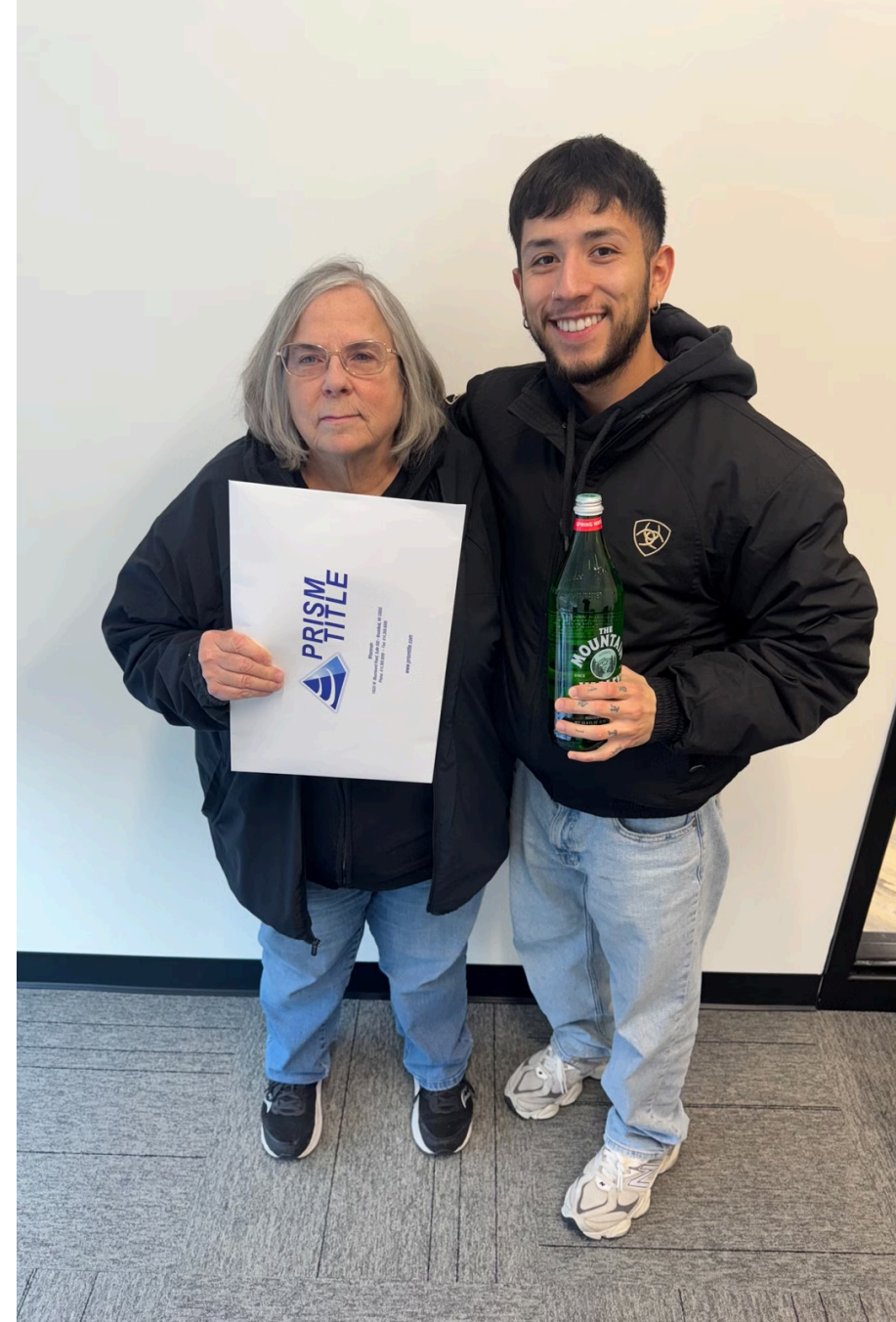
# This is where we come in ...

At NO-BS Solutions, we're here to help you:

- **Navigate the selling process** with clear advice, practical insights, and straightforward guidance.
- **Connect you with trusted professionals**—from appraisers to estate planners—to make things easier.
- **Offer a hassle-free AS-IS sale option** if that's the right fit for you.
- **List your property traditionally** to help you get the most value, if that aligns better with your goals.

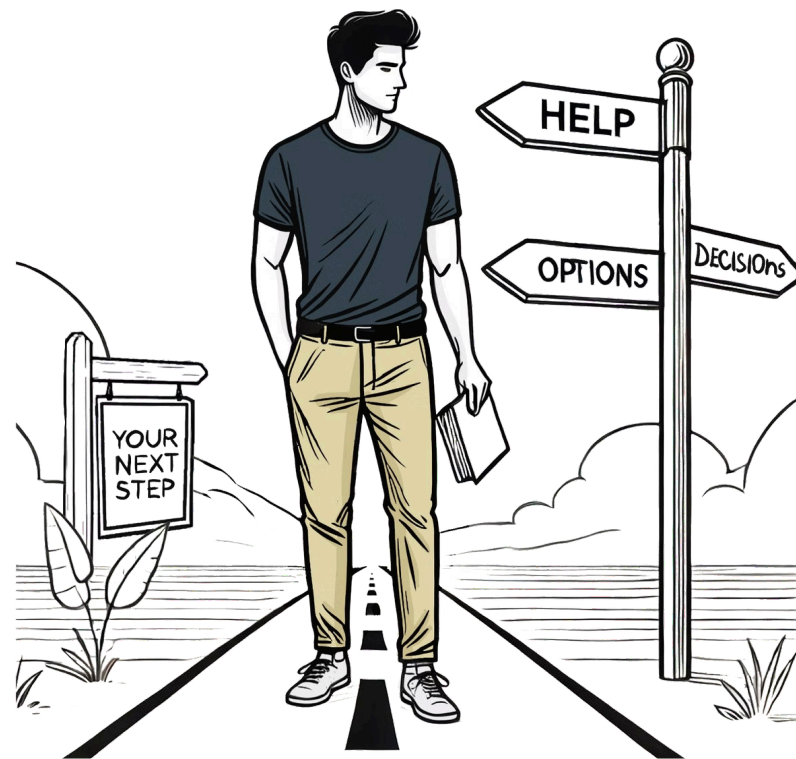
Whether you decide to take the information in this manual and run with it yourself, or work directly with our team, we're here to make the process as smooth as possible.

**Schedule your call here or reach out at (262) 955-9390**



# Your next step?

Take what you've learned, reach out, and let us know how we can support you. Together, we'll help you achieve the outcome you're aiming for.



# Families we've had the honor to help ...



"I was about to lose my home to foreclosure, but NO-BS Solutions helped me explore all my options. Their guidance was clear and supportive, and they helped me stop the foreclosure. I'm grateful for their help and recommend them if you're in a tough spot."

**Janice Sprewell**  
Milwaukee, WI



"My son passed away from cancer, and I inherited his home, which was also facing foreclosure. As you can imagine, it was extremely difficult... ESPECIALLY since I live in Georgia and had no idea how to manage everything from a distance. That's when Chandler reached out to my wife, and he made the process so much easier. It took a little over six months, but I'm relieved to finally have that burden lifted."

**Kenneth Dobbs**  
Whitefish Bay, WI



"My brother left me a duplex that had been vacant for over 10 years, and I had no idea what to do. A friend who worked with NO-BS Solutions on their parents' estate referred me, and the process couldn't have gone any smoother."

**Steve Mier**  
Milwaukee, WI