

TOP 5 DISADVANTAGES OF FSBO

FOR SALE BY OWNER



In a typical and traditional real estate transaction, sellers of homes and land rely on real estate agents to close the deal. However, sometimes they make the decision to leave the agent out of the equation and try to do it on their own. **Here are 5 reasons why that's a bad idea:**

DISADVANTAGE #1: Sometimes DIY (doing it yourself) is a good idea, not this time. You can probably fix a leaky faucet or replace the battery in your car, but not using a professional during one of the biggest purchases of your life can be a major mistake. A Premier agent guides you through the entire process; showings, offers, counter-offers, paperwork, closings, etc. According to the National Association of Realtors, "for sale by owner" sellers lose 28% of the price they could have gotten if the property owner worked with a real estate agent.

DISADVANTAGE #2: Marketing! During a FSBO, you will need to market your home. Once you put a sign in the yard, where do you go from there? We professionally market your home in a number of ways, first and foremost by listing it in the MLS (Multiple Listing Service) to be seen and searched by hundreds of agents. We also professionally photograph your home,

provide drone aerial video, capture a 3D virtual tour, post on our website and social media sites, and numerous other land & home websites. This service would be very expensive if doing it yourself.

DISADVANTAGE #3: Lack of knowledge of the market. When selling a home or property yourself, you're limited by your expertise (or lack thereof) of the real estate market. Premier agents are experts with connections! They may already have a buyer in mind for your home. If you're not 100% familiar with the real estate market in your area, don't do for sale by owner.

DISADVANTAGE #4: Do you have time for this? Selling your home yourself is very time consuming. You will be in charge of marketing, phone calls, scheduling the showings, showing the property, as well as the mounds of paperwork at closing. These are all things that our Premier agents handle every day. It's their job. They're trained, educated and licensed to do it.

DISADVANTAGE #5: Pricing your home. This relates back to your knowledge of the real estate market. If you price the home based on your fondness or attachment to it or what your neighbor told you it is worth, you could watch the home languish on the market for over a year. A Premier agent will provide you with an accurate home value based on a comprehensive marketing analysis to help you arrive at the perfect listing price.



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