

# FSBO

FOR SALE BY OWNER

## NOT YOUR TRADITIONAL THOUGHTS FROM AN AGENT...

I was raised in Real Estate and have been "flipping" our primary residence about every two years for longer than I care to admit. Before becoming an agent I sold most of my homes by owner, so I "get it". I know I'm supposed to talk you into listing with me, but the TRUTH is, it can be done and I respect your desire to do it yourself! Here are some things I've learned in ten "by owner" transactions:

- **Be Professional!** Use the best quality photos you can afford, consider having a nice sign made with a flyer box, respond quickly to inquiries, have friends proof-read your "listing". Read other listings to get a feeling for what works. Use the "What the Seller Loves About this Home" section to highlight a few unique attributes; don't repeat anything already stated.
- **Zillow has changed the FSBO game!** A free listing on Zillow brings your home to the World! But a bad Zestimate (Automated Valuation Model or AVM) can be brutal. If your AVM is off (which it often is in unique or "one-off" homes), explain why. Better yet, think about my next point...
- **Consider getting an appraisal!** This is an interesting tactic in home sales - and has some good benefits. It can obviously help you price your home correctly, but it also gives you some authority on your asking price, which a lot of Buyers don't trust from an FSBO. It can also give you a heads-up in the common challenge of a rising market: not appraising to value.
- **Consider hiring an attorney who specializes in Real Estate.** I only did this in the states it was required, but boy, did it make the process go smoother. Their advice is usually spot-on and timely. The only drawback is that they will often "over-protect" you, so make it clear that your desire is to get to the closing table, not nit-pick an agreement.
- In the same way, **consider getting a Home Inspection.** Find out what needs to be fixed and fix what you can ahead of selling. Anything you can do to appear more professional will go a long way toward reassuring your Buyer.
- **If you're willing to pay a Buyer's agent a commission, make it known!** State it right up-front in your "listing". There are no standards of commission, but I'm happy to advise you about what is most commonly offered, if you don't already know.
- **Consider a Finder's Fee!** You can offer a Finder's Fee and get other's helping to sell your home! People shopping for homes often know others shopping as well.
- If you're not getting the kind of action you were hoping for and are willing to pay a Buyer's Agent commission, **consider the MLS.** There are low-fee (no help) agents that simply add your listing to the MLS and direct traffic to you, as well as agents who will discount their fee for a partial-service listing. Let's talk!

**Bottom Line:** At least once in every deal I wished I had hired an agent! It's a complicated process and emotions can run hot during times of challenge. It's nice to have someone else negotiating and soothing your buyer, but it can be done! Keep Your Cool when challenges arise or low ball offers come in, and respond like a professional. If the myriad of things that need to be handled gets overwhelming (or you don't know what they are) - reach out! I've got some checklists that can help you and ***I completely trust that helping people is what I'm here to do... the commissions will take care of themselves.***

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