

9 Biggest Mistakes

For Sale by Owners Make- How to Avoid Them



Selling on your own can work – but it comes with real risk. Here are the most common mistakes FSBO sellers run into, and what to watch for if you're going it alone.

1

Pricing It Wrong From the Start

Without access to a full comparative market analysis, FSBO sellers often price based on emotion, online estimates, or what they "need" to walk away with. Overpriced homes sit and grow stale; underpriced homes leave real money on the table.

2

Limiting Buyer Exposure

Most buyers shop with an agent, and most agent-found homes come through the MLS. Skipping the MLS means missing a huge share of serious, qualified buyers – and relying on a yard sign and a few online posts all the work.

3

Weak or Inconsistent Marketing

Phone photos, no virtual tour, and a one-line description rarely do a home justice. Buyers scroll fast – listings with professional photos and a clear story get the clicks and the showings.

4

Skipping (or Mishandling) Disclosures

Every state has specific seller disclosure requirements. Missing, incomplete, or inaccurate disclosures can lead to delayed closings, renegotiated terms, or even lawsuits well after the sale closes.

5

Negotiating Without Leverage or Experience

Buyers' agents negotiate for a living. A seller going it alone is often negotiating against a professional – on price, repairs, contingencies, and timelines – without anyone in their corner.

6

Letting Strangers Into the Home Unscreened

Without a showing process, FSBO sellers often let unverified buyers walk through the home, sometimes alone. That's a real safety and security risk that agents are trained to manage.

7

Misunderstanding the Contract

Purchase agreements are full of deadlines, contingencies, and legal language. One missed inspection deadline or misread clause can cost a seller the deal, the deposit, or both.

8

Underestimating the Time Commitment

Fielding calls, scheduling showings, vetting buyers, coordinating inspections, and chasing paperwork is close to a part-time job. Many FSBO sellers underestimate just how much time it takes – until they're buried in it.

9

No Objective Third Party in the Deal

When emotions run high – and they always do when it's your own home – having a neutral, experienced professional managing the process keeps small issues from turning into deal-breakers

THINKING OF SELLING?

Let's talk through your options – no pressure, no obligation. We'll give you an honest read on your home's value and what selling with a local expert could mean for your bottom line

