

Thinking of Selling Your Home?

The holiday season has come to a close, family visits are wrapping up, and it's time to refocus and get back to work. If selling your home is on your mind, we'd like to share a few important considerations.

One of the first decisions you'll need to make is **how** you want to sell your home:

- Use a broker to fully market and manage the sale
- Use a broker only for transaction management and paperwork after finding a buyer
- Or sell entirely on your own (FSBO)

While we may be a bit biased, it's worth honestly considering the time, effort, and responsibilities involved—especially if you already lead a busy life.

Things to Consider Before Selling on Your Own

Busy Life

Preparing for a move is time-consuming. Are you willing to take time away from work, family, and daily life to manage every aspect of the sale?

Professional Photos

High-quality photos—both still and 3D—are one of the most important parts of selling a home. Do you have the skills, time, or contacts to hire and coordinate a professional photographer?

Marketing

Do you have the time and desire to learn where and how to market your home effectively, including photos, 3D tours, and written descriptions?

Ongoing Updates

Marketing isn't "set it and forget it." Are you prepared to regularly update listings, maintain websites, produce flyers, and manage professional signage?

Objective Narrative

You know your home better than anyone—but can you write an engaging, accurate, and objective description that appeals to buyers?

Privacy & Communication

Are you comfortable posting your phone number and email publicly online?

Spam & Junk Inquiries

Are you prepared to handle mass emails, spam messages, and non-serious inquiries?

Random Calls

Buyer calls often come early in the morning, late at night, or during work hours. Missed calls can mean missed opportunities.

Working With Buyer's Brokers

If you sell FSBO, buyer agents may ask you to pay a 3–4% commission to show your home. Are you ready to negotiate those terms?

Scheduling Showings

Are you willing to leave work early, cancel appointments, or miss family events to accommodate showings?

Vetted Buyers

Do you want to spend time cleaning and preparing your home for buyers who may not be financially qualified? Most Realtors, including Atomic Realty, require buyers to provide a prequalification letter before scheduling showings.

Safety

Are you comfortable hosting open houses or meeting strangers alone in your home? Safety planning is essential, including always maintaining a clear exit path.

Online Exposure Risks

Online photos can unintentionally attract burglars. We recommend securing valuables before posting listing photos.

Paperwork & Legal Protection

Do you know which disclosures and documents are required to protect yourself from legal risk?

Managing the Transaction

Inspections, appraisals, lenders, title companies—do you have the time and experience to manage the entire closing process?

A professional brokerage like **Atomic Realty** handles all of this for you—so you can focus on living your life while we manage the details. Atomic offers full service marketing or just your transaction management and paperwork for one low price **\$599 + 1.5%**.

About David Houck David Houck is the Qualifying Broker of Atomic Realty. With over 40 years in real estate and an education in mathematics, physics, and law, David currently serves on the New Mexico Association of Realtors Forms Committee, contributing to clear and consumer-friendly real estate contracts. If you have questions about timing or strategy, feel free to call or email **Kate or me**. You can also find us—and more helpful information—at www.AtomicRealty.net. (01012026)