

FSBOs- Thinking About Selling Your Home as a For Sale by Owner (FSBO)? Here Are Key Factors to Consider:

1. High-Quality Photos and Walkthroughs

Professional marketing starts with strong visuals. High-quality photos and 3D walkthroughs are critical for attracting buyers quickly and securing top dollar for your home. If you don't have the tools or expertise to produce and edit marketing content, some brokerages such as Atomic Realty can offer these services à la carte—even if you're selling on your own. Investing in professional media can significantly improve your online visibility and buyer interest.

2. Craft a Compelling Narrative

When marketing your home, highlight what makes it unique. What do you love about your property? Does it have a larger yard, a great view, or a more convenient location compared to neighboring homes? Is it closer to the bus stop, trails, schools, or shopping centers?

Be sure to showcase any standout features like a new roof, updated windows, a custom patio, or an outdoor pool. These details help your home stand out and may increase its perceived value. Make your property memorable.

3. Understand the Terms of the Offer

It's not just about price—terms matter. In some situations, a lower offer with better terms may be more appealing to you. For example, if you're asking a reasonable price but need to stay in the home for an extra month, a lower price offer with a rent-back or longer closing date could be beneficial to you. Likewise, a cash offer or one without inspection or appraisal contingencies may be worth more than a higher offer with multiple conditions.

4. Be Flexible

Flexibility can make or break a sale. Buyers have varying schedules, so being accommodating with showing times, answering inquiries promptly, and remaining available for communication can make a big difference. Letting potential buyers view the property during evenings or weekends may improve your chances of finding the right offer quickly.

5. Respond Promptly to Offers

When you receive an offer, respond in a timely manner—even if it's not what you were hoping for. Buyers are often excited and eager, and waiting too long can discourage them. If you're considering a counteroffer, be prepared to act quickly.

6. Know the Paperwork Requirements

At minimum, you'll need a real estate purchase agreement. However, in New Mexico, sellers are also required to provide:

- An Estimated Tax Disclosure
- A Material Adverse Fact Disclosure

Additionally, federal law (HUD) may require a Lead-Based Paint Disclosure for homes built before 1978. Understanding and using the correct legal documents is essential to protect yourself from liability during and after the transaction.

David Houck is the Qualifying Broker of Atomic Realty. With over 40 years in real estate, a background in math, physics, and law, David brings deep expertise and integrity to the table. He also serves on the New Mexico Association of Realtors Forms Committee, helping shape clear, consumer-friendly real estate contracts.