

# FSBO

## Is It Really Worth Doing It Alone?

Have you ever thought about selling your home without using a real estate agent? A lot of people try doing it alone, generally just to save the money that would have been paid out as a commission...Sadly, most of those people end up either finally turning to an agent after months (or years) of frustration or successfully sell their home, only to end up with receiving a much lower price than they should have...

Selling your home yourself may be the right choice for you, but before you move forward in that direction, please take a moment to look at just a few of the problems you are likely to face.

### **Advertising**

Most advertising executives will tell you that there are two important aspects of advertising: location and duration. Without a real estate agent, you will not have access to the Multiple Listing Service that agents use, nor will you be able to list your home on the most popular real estate web sites; this severely limits the access potential buyers have to your home. You will be able to run a small classified advertisement in your local newspaper, but that becomes very expensive. Most people end up running sporadic advertisements in the paper and putting a sign in their front lawn.

### **Trouble With Represented Buyers**

Generally speaking, the real estate agent representing the buyer is paid a portion of the seller's commission. As a result of this, very few agents will be overly interested in involving their clients with you because they may not be receiving a paycheck at the end. This problem can potentially be avoided if either the buyer has a brokerage agreement with the agent or if you are willing to pay a percentage to that agent. However, even then, many buyer's agents will be reluctant to work with you simply due to your inexperience in the real estate industry.

### **Pricing**

Most homeowners have an unrealistic expectation of their homes worth. In the majority of situations, they overprice their home which results in it remaining on the market for a year or longer. Other times, they undervalue their house and this may speed up the process, but is obviously a less than ideal situation. An agent brings an objective and educated eye to your home. They will suggest improvements that increase its value and will help you avoid meaningless improvements that may be costly to you but only change your homes value a small amount.

### **Legally Binding Documents**

Most people are not in the habit of signing documents they don't understand, let alone documents that have legally binding consequences. Are you?

### **Addressing Buyer Concerns**

Many buyers are going to feel uncomfortable bringing up their concerns regarding your property directly to you. With an agent, they will feel more comfortable discussing their potential problems and possible solutions. Without an agent, they are likely to simply cross your property off their list rather than sit down and explain their reasons with you. In those rare cases where they do discuss these problems with you, unless you are a trained sales person, you will probably have a difficult time addressing and overcoming their objections.

### **Scheduling**

A good agent will be on call for you and will work with your schedule (and the schedules of your potential buyers.) This is likely to mean evenings and weekends: time that you would probably rather spend with your family and doing other things. There are likely to be times when you cancel family plans to wait for a potential buyer, only to get stood up by your appointment. It happens to real estate agents all the time. Furthermore, do you really want to put yourself and family at risk showing your home to complete strangers?