

10 BIGGEST “MISTAKES” PRIVATE SELLERS MAKE

1. **Overpricing their property value.** “*We can always come down in price*” is the most dangerous and expensive strategy a home seller can possibly use! Learn how to “go up” in price!
2. **Assuming buyers are only found through the MLS/MRIS.** While the MLS/MRIS will expose your listing to more buyer Agents, the majority of FSBO sales are to buyers without agents. More and more Buyers are realizing that for sale by owners are able to price their homes fairly (without the huge commission tacked on) and are opting not to use an agent.
3. **Not allowing themselves enough time to sell privately.** If you sign with an agent, they’ll want at least 6 months to sell your property. Shouldn’t you give yourself at least that much time?
4. **Assuming they can sell by-owner with little or no expense.** Today, a cheap, inexpensive yard sign sends the wrong message to a buyer. Where you make your money selling privately is in the commission savings - **not** in how cheap you do it. You need full exposure: a professional sign, magazine advertising (80% of sales) and Internet Exposure (20% of sales). Signs generate a lot of traffic from noisy neighbors and curiosity seekers.
5. **Relying only on local “drive-by” traffic.** What about the couple that lives on the other end of town that would pay you more for the property and never drives down your busy street?
6. **Lack of advertising.** You must “tell to sell”, maximizing the exposure of your property to as many buyers as possible is critical to your success...don’t count on luck
7. **Thinking agents can sell ‘faster’ than FSBOs.** Wrong! If time is of the essence, you should always sell FSBO. Regardless of what they say, agents *can not* sell your home any faster.
8. **Wrongly thinking that the “title companies do all the paperwork”.** Unfortunately, most title companies will not assist you in your sale and most will charge you higher rates!
9. **Failing to determine accurate fair market value.** If you’re struggling to determine a price, say between \$100,000 - \$105,000, that’s a \$5,000 difference - don’t leave money on the table! Order comps or an appraisal to determine the correct price.
10. **Failing to know and understand disclosure laws.** The paperwork (contract) is not a matter of filling in the blanks. Please do not write your own contract. Have a professional company, like “For Sale By Owner” handle the paperwork and disclosures!

For Sale By Owner

We’ve helped thousands of buyers save millions of dollars selling privately.

We can help you sell faster and net more money, too.

Call us today: 703-551-4757

and be in the online magazine and internet in 24 - 48 hours!

10 ‘Secrets’ to Selling your Home By Owner

(What the real estate agents don’t want you to know.)

There is NO secret! If you can sell a used car, you can sell your home!

Maximize exposure of property to as many buyers as possible.

Effective Advertising works!

Buyers are SMART. Overpriced homes do not sell. Price it right!

Yard signs don't sell homes - they draw lots of traffic like noisy neighbors - **not serious buyers.**

Put all tools to work for you - **maximize exposure** to as many buyers as possible (Magazine, Internet, Internet Slide Show, Professional Signage, Flyers).

Make it easy for your buyer to buy - help them buy it with inspection, appraisal, loans. We have all the professionals you need on staff.

Present the property professionally:

1st impression, **curb appeal**

Professional signage **gives a better impression.**

Keep property neat, clean and clutter free

Have the "For Sale By Owner" lawyer on your team - assistance option is always suggested - and worth it! Please don't ever write your own contract! The horror stories you hear about for sale by owners are those that wrote their own contract.

Have patience, a house is a major investment. Plan 3 months for marketing.

Regardless of who sells your home, **your house is worth what it's worth.** Be leery of agents that boast they can sell your house for more money. Also, plan your work - work your plan...ad/marketing budget (don't skimp on advertising...you make your money selling by owner by saving commissions NOT minimizing your exposure! A small investment today, when done properly, will pay you big rewards.)

For Sale By Owner

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