



# FSBO- What you should know

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## For Sale By Owner- Some things to consider





- FSBO, For Sale By Owner looks and sounds good at first glance. However, you should know that there are many dangers, problems, and mistakes that can be made that could cost you dearly, both in time, money, and liability.
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The Goal – Sell your property for its best market reward possible, in the quickest amount of time.

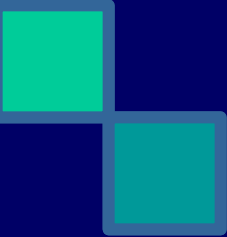



- Can FSBO save commissions?
  - Will FSBO sell property quickly?
  - What are the FSBO odds?
  - What about liabilities?
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# Today's Situation- Federal, State and local laws are scary, and create much confusion in the Real Estate Market.



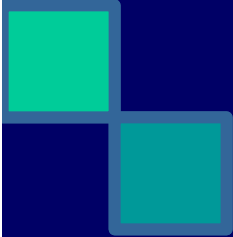

- A professional real estate marketing consultant can help guide the ship around the icebergs. They have been doing it for over 100 years, long enough to become good at it.
  - FSBO, has little guidance and experience, and usually less market savvy than the well equipped buyers that are looking for a real deal, at your expense.
  - Not being represented by a real estate pro DOES NOT EXCUSE you from any Federal, State, or Local laws and regulations you are libel for and must follow.
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## More Facts:

- Over 70 % of FSBO eventually list with real estate agents. Even after going through agonizing and costly advertising, interviewing and showing property to unqualified buyers, cranks, neighbors, and possible criminal elements “casing the property”.
- At least 10 % never sale or list their property. Well over half of the 20 % that sell their property sell it to a buyer represented by an agent, with him getting his ½ full commission.
- Therefore, the FSBO only has a **1 in 20 or less** chance of selling property on their own to a buyer not represented by an agent. Plus, it takes many almost a year to sell.



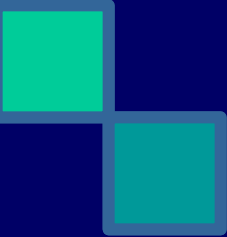

## More you should know :

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- Real Estate agents get a higher price for the same property. But, FSBO may not necessarily receive much less money of at all, because ALMOST all buyers of FSBO are bargain hunters that will only buy at much less than market price.
  - 85% of ads in paper are by agents. Valley agents have an average of at least 10 potential buyers per agent, giving about 12,000 potential and immediate buyers in the target market. Thus, with supply and demand rules, Real Estate agents help make your property more valuable, and may help to “protect your equity”.
  - Real Estate agents sell properties in less time than FSBO. Saving you time, potential liabilities, and headaches. Selling in less time saves you!!
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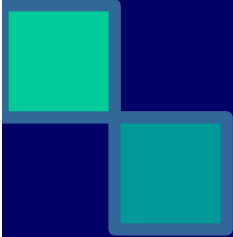
## And you should know:

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- Only 4 % of the general public can be classified as Ready, Willing and Able to buy property.
  - A third party negotiator, the real estate marketing consultant, can get those emotionally involved to flow through the transaction equation .
  - He can define market values and prospective rewards, and understands the needs of both parties.
  - This saves everyone money, time, and stress.
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## Recommendation – Consider a professional real estate marketing consultant.

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- He will save you money, time, & much potential liability relating to laws that affect you and the buyer.
  - He will get more financial reward for your property in less time than the FSBO.
  - Pre qualifying of buyers, and sellers to fit each other.
  - Around for advice and consultation BEFORE, DURING and AFTER the transaction is completed!
  - For more info, go to [www.ValleyHomes.Biz](http://www.ValleyHomes.Biz), Steve Rousseau, DD, (The Digital Difference)
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