



INFORMATION ABOUT "FOR SALE BY OWNER"

FOR SALE BY OWNER - DATA

- Percent of real estate transactions involving a FSBO (as Buyer or Seller),
 - 12% Nationally
 - 15% Locally
- FSBO's average sale price is 87% of the sales price for Realtor listed properties.
- 20% of FSBO contracts are from family, friends, and neighbors.
- Only 4% of all FSBO's net more than if the property had been listed.
- 5% of FSBO's are Realtors selling their own property
- 90% of FSBO's eventually list with an Agent
- 1 in 5 FSBO contracts do not close.
- 19% of all FSBO's have legal issues after the sale.
- More than half are ruled in favor of the Buyer.
- 56% of surveyed FSBO's would not do it again.



WHY DO FSBO'S NEED A REALTOR'S EXPERTISE

- Realtors have legally binding fiduciary representation duties, FSBO's do not.
- Realtors know the market and have ready access to more tools, to more accurately price properties.
- Realtors understand the entire Real Estate transaction process.
- Realtors provide safety by tracking showings and prescreening prospective Buyers.
- Realtors provide MLS and Internet exposure via Realtor.com and personal web pages and uploads.
- Realtors have more direct access to qualified buyers.
- Realtors have ongoing professional relationships with related businesses, including: financial, inspections, title, contractors, etc.

COMMON MISTAKES MADE BY UNSUCCESSFUL FSBO'S

- Over-pricing, resulting in long sales time or no buyers at all.
- Under-pricing, resulting in loss of revenue.
- Failure to properly disclose, resulting in litigation.
- Failure to show property timely, resulting in lost opportunities.
- Showing home and accepting contracts from unqualified
- Underestimating the costs and requirements of buyers.
- Minimal advertising and underexposure of property.

* (From NAR, National Association of Realtors)

