

# FOR SALE *By Owner*

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## Things to consider before deciding to sell your home yourself!

Information obtained from the National Association of REALTORS®

Using a title company will ensure a smooth closing while also safeguarding your transaction. As a neutral third party service provider, the title company does not represent the seller or buyer in a transaction. The title company acts as a central clearinghouse for the parties involved: lender, brokers, seller, and buyer - collecting necessary documents, reviewing the lender's title instructions, and making arrangements for proper payment and distribution of funds.

You may think that selling your home without hiring a real estate agent could mean thousands of dollars back in your pocket, which sounds tempting, but is it the best option? Homeowners looking to do the job themselves should be prepared to do a lot of legwork to manage the sales process. Here are a few things to ask yourself before selling a home on your own:

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### *Do I know the value of my home in today's market?*

According to the National Association of REALTORS®, statistics show that selling your home with the assistance of a professional real estate agent will garner you a higher profit. A REALTOR® has access to market data about the recent sales and other homes on the market that can be used to price your home appropriately. Studies show that homes priced right when they're first listed sell more quickly and for a higher price than those that linger on the market.

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### *Can I work with a buyer's agent?*

A REALTOR® can show your home when you aren't available, can respond to inquiries from potential buyers and their agents, and can get valuable feedback from visitors - all things that save you time. Buyers typically prefer to look at a home without the seller present so they can feel more comfortable exploring the rooms and visualizing themselves in the property. At a FSBO sale, the seller must be present.

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### *Can I handle sales and marketing duties?*

REALTORS® have professional marketing expertise, contacts with other REALTORS® who work with buyers, and the support of a brokerage that can market your home more widely than you can as an individual. Selling a home usually requires dozens of forms, reports, disclosures, and other technical documents. A knowledgeable expert will help you prepare the best deal and avoid delays or costly mistakes.

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### *Can I bear criticism of my home?*

A REALTOR® can look at your home objectively and suggest ways to improve its appearance with staging and minor repairs so that it appeals to more buyers.

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### *Am I willing to screen potential buyers?*

A REALTOR® can screen visitors to your home, which provides a measure of safety that FSBO sellers don't have. In addition, by checking to see if the buyers are legitimate and can afford to purchase your home, a REALTOR® can help you avoid wasting time showing your home to unrealistic buyers.