

# CONSIDERING SELLING YOUR HOME YOURSELF?

FSBO (For Sale By Owner)



Love where you live.  
Live where you love.

**FACT:** In 2018 the typical FSBO home sold for **\$200,000** compared to **\$265,500** for agent-assisted home sales.

*\$210,000 and \$249,000 respectively in 2015.*

<https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics>

# Why?

## 88% of Buyers Use an Agent

Negotiating is our job, both on the buying and selling side. Do you really want to negotiate your biggest asset against someone who does it for a living?

## Liability is On the Seller

Think the legal risks are low? Google "real estate lawsuit cases". Do you know what you **MUST** disclose in which forms? We carry Errors & Omissions Insurance, do you?

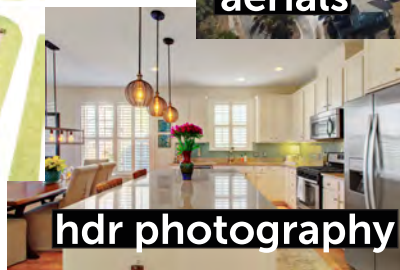
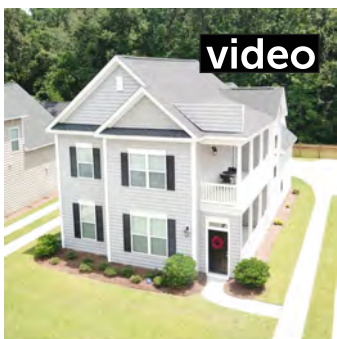
## FSBO's Sit Twice as Long

Market timing and trends change rapidly. Seeing your neighbor's house sold for \$X doesn't give the full picture. We research the market and provide you with a personalized video explaining all the variables so your house will sell... Why wait, let me get started for you!



## Are You a Full-Time Marketer?

Last survey shows only 7% of homes sold were FSBO. Our team hires professional photographers, licensed commercial drone pilots, and videographers. Then we use this content on social media, MLS, Zillow, Realtor.com, call on other agents working your area, call other clients of ours in the area. Got the time & contacts for that?



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