

Why Selling on Your Own Can Cost More



On paper, selling your home on your own (aka going the For Sale By Owner or FSBO route) seems like a smart way to save money. It seems simple: you already own the home, the market is hot, and skipping an agent's commission looks like a way to keep more profit in your pocket.

But the unfortunate truth is that FSBO sellers actually end up losing more money in the long run. Here are 4 reasons why choosing to sell your home on your own can actually cost you more money:

1. Limited marketing power. When you sell on your own, your home's exposure is limited. Most sellers rely on a yard sign or a basic online listing, which means far fewer buyers even know your home exists!

On the other hand, an agent will help you by creating targeted marketing campaigns and helping your home look its best before listing to create MLS exposure that reaches hundreds of buyers. With more exposure comes more potential buyers, which can translate to stronger offers and even a bidding war.

2. Challenging negotiations. Even if you find a buyer, chances are they'll be represented by a seasoned agent. That means they'll have a professional fighting for their best deal. These agents know all the ins and outs of negotiations, which can allow them to leverage the inexperience of the sellers into a much better deal for their buyers. Without the right strategy, FSBO sellers often make concessions or miss key details that cost them big money in the final sale.

3. Overlooked legal and financial details. Selling a home involves a lot of paperwork and legal documents. While it may seem unnecessary, those stacks of contracts and disclosures all serve a critical purpose. One missed deadline or overlooked clause can derail a sale and open you up to liability down the road.

4. Lower sale prices. Studies consistently show that homes sold with an agent net more money, even after the seller's agent's commission. This is because agents know how to price strategically, generate interest, and leverage negotiations to bring in the best offers!

While it may seem on the surface that selling your home on your own looks like a way to save, it often leaves sellers with less profit, more stress, and a far riskier experience.

Thinking about selling but tempted to go the FSBO route? Let's talk. I'll walk you through exactly what you'd gain (and what you'd risk) so you can make an informed decision!



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