



Why FSBO Doesn't Net The Highest Price Possible

As seasoned, proactive agents, our qualifications and marketing expertise coupled with aggressive pricing will provide you with the top-notch service and results.

Did you know that FSBO properties sell for 25% LESS than if you were to enlist our expertise as your listing agents? Did you know that most buyers do not want to work with FSBO homeowners for several reasons including safety issues, negotiating issues, inspection issues, closing issues, & communication issues, just to name a few.

Selling your home is NOT an easy process. There is an entire industry of professionals, like ourselves, built on making this task as smooth, seamless, and legally sound for the buyer and seller. Benefits of our services include but are not limited to handle all of the marketing, advertising, brochures, social media & showing pre-requisites, qualifying buyers entering your home, ensure you are safe and not letting perfect strangers enter your home, manage inspection issues and use our preferred knowledgeable local vendors and professionals for their opinions and estimates, handle closing requests, walk-thru's & property visits, and many other items that require attention in the home sale process.

Selling your home FSBO (For Sale By Owner) can seem appealing — mainly because you want to avoid paying a listing commission. However, for most sellers, it often leads to lower net proceeds, more risk, and a much more stressful process.

Here's more of why FSBO is usually not the best route.

Please reach out to us anytime to discuss more!

1. Homes Often Sell for Less

According to data from the National Association of Realtors (NAR), FSBO homes typically sell for significantly less than agent-assisted homes.

Why?

- Agents price based on real-time market data.
- They create competition, buzz and publicity.
- They negotiate professionally.
- They prevent emotional pricing mistakes.

Saving 2–3% on commission but selling for 25% less isn't a win.

2. Limited Marketing Exposure

Real estate agents list homes on the MLS (Multiple Listing Service), which feeds into:

- Zillow, Trulia, NY Times, Homes.com, Realtor.com, Redfin and all IDX syndicates

Without MLS access:

- Your buyer pool shrinks.
- Fewer showings.
- Less competition.
- Longer days on market.

And in real estate, longer days on market = lower offers and the “Why is that house still on” stink.

3. Pricing Is Harder Than It Looks

Online estimates (Zestimates, etc.) are often inaccurate.

Agents analyze:

- Comparable sales
- Current competition
- Buyer behavior trends
- Local micro-market shifts

Overpricing causes stagnation. Underpricing leaves money on the table.

4. Negotiation Is Where Money Is Made

Buyers often work with agents.

That means:

- You're negotiating against a professional.
- They know inspection tactics.
- They know how to structure offers strategically.
- They know contract loopholes.

Many FSBO sellers lose money during:

- Inspection negotiations
- Appraisal gaps
- Repair credits
- Concessions

5. Legal & Disclosure Risks

Real estate contracts are legal documents.

Mistakes can lead to:

- Lawsuits
- Failed closings
- Earnest money disputes
- Disclosure violations

Agents help ensure:

- Required disclosures are complete.
- Deadlines are met.
- Contingencies are handled properly.
- Agents hold Errors & Omissions insurance in the event of a lawsuit; private homeowners do not*

6. Time & Stress Costs

FSBO sellers must handle:

- Photography
- Marketing
- Scheduling showings

- Screening buyers
- Open houses
- Negotiations
- Paperwork
- Coordination with title, escrow, lenders

You become the agent — without the training.

7. Safety Concerns

Hosting strangers in your home carries risk.

Agents:

- Pre-screen buyers.
- Verify pre-approvals.
- Control access.
- Accompany showings.

FSBO sellers often do not.

8. Emotional Decision-Making

Selling your home is personal.

Buyers may:

- Criticize your décor.
- Lowball aggressively.
- Use pressure tactics.

Agents act as:

- Buffer
- Strategist
- Emotional shield

That separation protects your bottom line.

The Bottom Line

Most sellers choose professional representation because:

The goal isn't to save commission — it's to maximize net proceeds while minimizing risk.