



For Sale by Owner: Good Idea ... or Not?

July 2009



 Molly Ellis

Associate Broker
AB, ABR, ASR, CRS, CNE,
GRI, EcoBroker, e-PRO, TRC

Business: 360-692-6102
Seattle: 206-282-5340
Cell: 360-620-2690
mollyells@windermere.com
www.mollyells.com


Windermere
REAL ESTATE

If you are already working with an agent, this is not meant as a solicitation for that business.

Some people try to sell their home on their own, believing that doing so will allow them to save a lot of money. They figure out the commission they would pay to a real estate agent and say to themselves, "That's added profit for me."

Sounds great, right? The truth is that most FSBO's (For Sale By Owner listings) end up listing with a real estate agent after a fruitless period of no calls from potential buyers.

The reason why being a FSBO is so costly is based on one factor. When you put your home on the market with a real estate agent, you are opening the door to a vast sea of real estate agents who have willing buyers that you could never possibly find on your own. The difference in numbers is huge.

Putting an ad in your local paper and a sign on your front lawn seems like it would work, but there is so much more to getting your property in front of the eyes of buyers. One major factor is the MLS—Multiple Listing Service. This is where real estate agents link to each other, gaining access to a huge network of buyers and

available properties that's invisible to the general public.

The very moment a property is placed on the market, the MLS makes it available to real estate agents with large lists of buyers—people who may never see your ad in the paper or your sign on the lawn. A FSBO is completely invisible to this large number of people who don't have time to search for properties on their own. That's exactly why they seek the help of a real estate agent to find a property for them.

There is also a stigma to a FSBO. People ask themselves, "Why is this owner not selling through an agent? Is something wrong with the house? Are they going to be hard to deal with?"

If you want to sell your home for top dollar, the best way is to list it with a real estate agent who has access to that large group of buyers out there who are ready, willing, and able to buy now.

For a detailed explanation of how I can get your home in front of more potential buyers, give me a call at (360) 620-2690 or send an email to mollyells@windermere.com. No strings. No hard sell. Just the facts.

 Specializing in the Difficult
Excelling in the Impossible[®]