

FSBO Pitfalls

Some homeowners are attracted to selling their home on their own due to the potential savings in real estate commissions. Unfortunately most don't succeed and this is where a real estate professional steps. TV shows glamorize selling your own home as though it were nothing more than giving your home a few touch ups then sitting back and waiting for the buyers to start pouring in.

According to national real estate statistics homes sold by owners only account for less than 18% of all homes sold today. Why such a low success rate? As experience real estate agents we know there are many pitfalls that FSBOs face including working in a buyer's market, disclosure laws, drafting contracts, negotiating the offer, dealing with real estate professionals like appraisers, inspectors and not to mention buyer's agents who are experienced with all the ins and out of the real estate industry and many other major real estate consequences that arise during the transaction.

Another important statistic homeowners should be aware of is the NAR study that indicates over 85% of homebuyers initiate their home search on the internet. Russell-Realtor has a network of internet marketing sites to effectively market your home. Additionally we will syndicate your home on the MLS and other sites such as Trulia and REALTOR.COM®.

Finally and most importantly, the #1 reason a FSBO house doesn't sell quickly is incorrect pricing. You need to know what your property is worth so you don't price yourself out of the market. A real estate agent understands the current market and how to determine the market value of your home.

As you can see, selling a house is a complicated process and we are trained and licensed to comply with all local and state mandated real estate laws that govern the selling and buying of homes as well as implement a marketing plan that will give your home much more exposure then traditional advertising.

The Russell-Realtor team understands the difficulties FSBOs face and is ready to assist you by providing the services you need to sell your home. We are a full service real estate team whose goal is to see a successful end to your real estate transaction.