

Think you should



FOR SALE BY OWNER

THINK AGAIN...

GET READY TO NEGOTIATE

Here is just a short list of the people that you will have to negotiate with to sell your house:

- The Buyer
- The Buyer's Agent
- The Buyer's Bank
- The Inspection Company
- The Appraiser
- The Title Company

HOW DO BUYERS LOOK FOR A HOUSE?

Search Online
88%

Newspaper Ads
21%

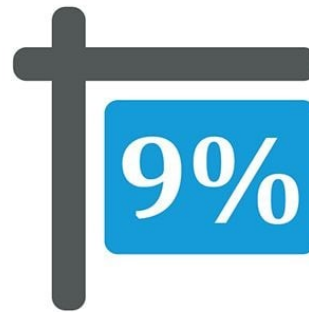


HOW DO BUYERS FIND THE HOUSE THEY BUY?

Most Real Estate Agents have an *internet strategy* to promote the sale of your house.



ONLINE



YARD SIGN



NEWSPAPER

USING AN AGENT CAN NET YOU 13% MORE

FSBO
\$208K



Agent Assisted
\$235K

**Studies have shown that people are more likely to FSBO in markets with lower price points.*

Bottom Line:

Before you decide to take on the challenges of selling your house on your own, sit with a real estate professional in your marketplace and see what they have to offer.

