

# JUST SAY **NO** TO FSBO

Thinking about selling your home solo to save money? You may want to think again. Going the For Sale by Owner (FSBO) route not only exposes you to potential liability and a longer time on the market, but it will likely cost you money in terms of lost revenue. Here are the facts behind two of the most popular reasons home sellers use when deciding to go FSBO.

## 1 BUT IT'S GOING TO SAVE ME MONEY!

Sure, **REALTORS®** charge a commission, but their expertise can help you price your home properly. Here's how "going FSBO" actually costs you money.



**Median  
Agent-Assisted  
Price**  
**\$405,000**

**SOURCE:** 2023 National  
Association of REALTORS®  
Profile of Home Buyers  
and Sellers

That's a  
difference of  
**\$95,000**  
for comparable properties!  
Paying a commission on  
the sale would have still  
netted you thousands  
of dollars more.

## 2 BUT I ALREADY HAVE A BUYER!

**FSBOs**  
whose homes sold to  
buyers they knew personally  
had a median price tag of  
**\$100,000 less**  
than the agent-assisted sales!

The sale of a home is the biggest financial transaction most of us will ever make. REALTORS® have the resources and the expertise to help you earn top dollar on the sale of your house. Contact a REALTOR® today and take the first step toward a successful, profitable sale!