

*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.

**JUST SAY NO to FSBO!!**

## "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 FSBO PRICE

**\$217,900**

**VS.**

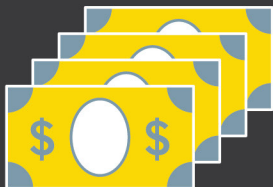
MEDIAN AGENT-ASSISTED PRICE

**\$242,300**

*That's a difference of \$24,400*

for comparable properties!

Paying a 6% commission on the sale would have still netted you thousands of dollars more.



## "BUT I ALREADY HAVE A BUYER!"

FSBOs whose homes sold to buyers they knew personally had an even greater price difference.

FSBO PRICE

**\$176,700**

**VS.**

AGENT-ASSISTED PRICE

**\$242,300**

*That's a difference of \$65,000 LESS!*

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!

Source: 2020 National Association of REALTORS®  
Profile of Home Buyers and Sellers

REALTOR NAME

PHONE NUMBER | WEBSITE

