

For Sale By Owner

Things to consider.....

Where are the Home Buyers?

Right now.... Today... in this area there are a certain number of people who are serious about finding and buying a home...

The really serious well qualified ones are working with Realtors.

They may or may not come and see your home - it's much easier to show homes that are listed on MLS and have less hassles to write offers on....

If there are 10 homes to look at and yours is one of them
- but the Realtor has it narrowed down to 4 or 5 – your home most likely is not on the list...

You are missing the Best Qualified Buyers willing to pay Market Value..."

4 Kinds of Buyers

1. In a Hurry (working with Realtors)
2. Not In A Hurry (may be working with a Realtor)
3. Bargain Hunters (looking on their own and have a few Realtors sending them listings)
4. Casual Lookers who may never buy

1. Buyers in a Hurry

They are usually working with a Realtor who is showing them homes for sale listed on MLS first.

Slight chance they may show yours. Yours is more work and lots of potential problems to deal with.

You are Missing Out on the bulk of the Most Qualified Buyers and are left with Realtors, Lookers, Un Qualified Dreamers and Bargain Hunters..

The Only Way to Get The Best Offer is to get ALL THE MOST QUALIFIED BUYERS through your house.

Who Pays the Commission?

Buyers always pay the commissions - Not Sellers.

My buyers are under contract to pay me Direct if the commission is not built into the purchase price like it always is on MLS listed properties....

They do prefer to have it added to the purchase price so it can be included in the mortgage... but that's never a deal breaker

Who contacts For Sale By Owners?

1. Realtors looking for listings
2. Un Qualified Dreamers who couldn't buy if they wanted to
3. Casual Lookers who might buy someday if all the planets are lined up
4. Bargain Hunters that will never offer full market value and grind every nickel they can
5. Friends & Family also looking for a bargain (could strain good relationships)
6. Real Buyers with Real Money – Usually with a Realtor and as a last resort.....



Who looks at MLS Listed Properties?

1. Pre Qualified Buyers with Realtors who have Scheduled Showings
- ~~2. Casual Lookers~~
- ~~3. Bargain Hunters~~
- ~~4. Un Qualified Buyers~~
- ~~5. Family & Friends~~

Your best chance to get your home sold at it's highest value is with a Realtor who knows how to market to other Realtors that are working with the Best Qualified Buyers in the market today.

