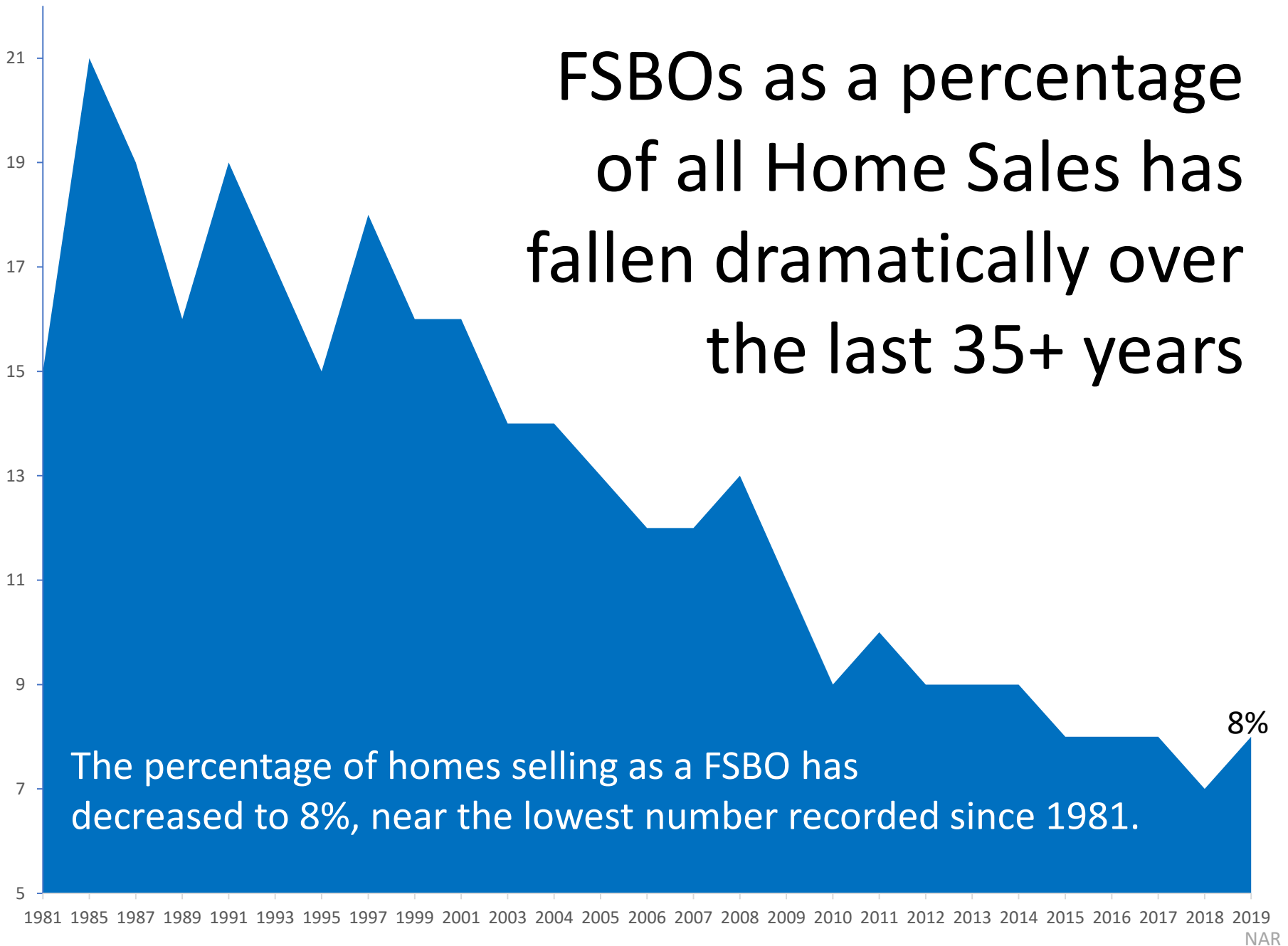


FSBOs as a percentage of all Home Sales has fallen dramatically over the last 35+ years

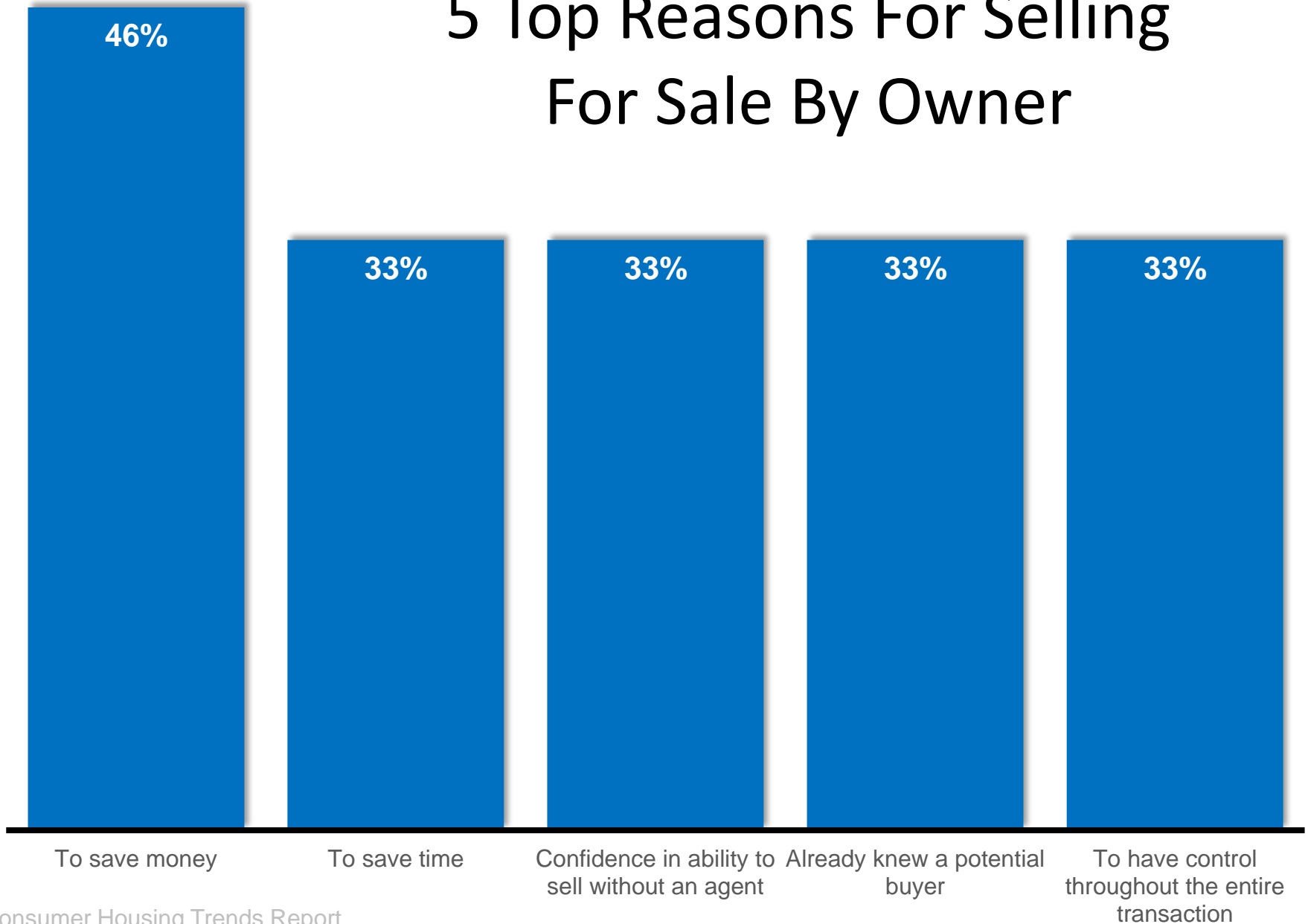


“Younger generations are more likely than older ones to try to sell their home as for sale by owner (FSBO). 36 percent of Millennials and 26 percent of Gen Xers try to sell on their own or succeed in doing so versus 22 percent of Boomers and 19 percent of Silent Gen sellers.”

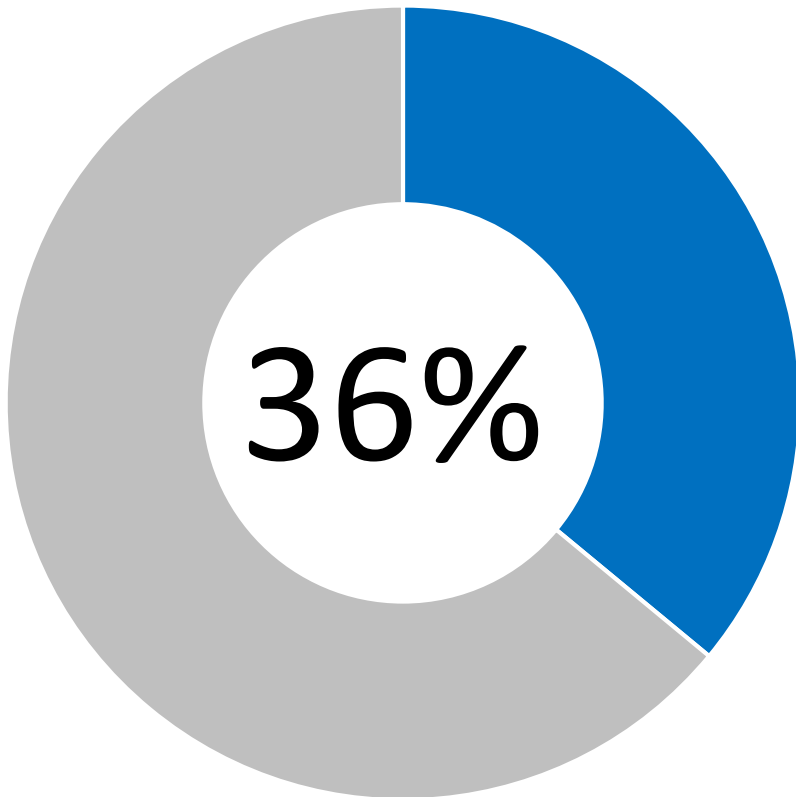
Consumer Housing Trends Report



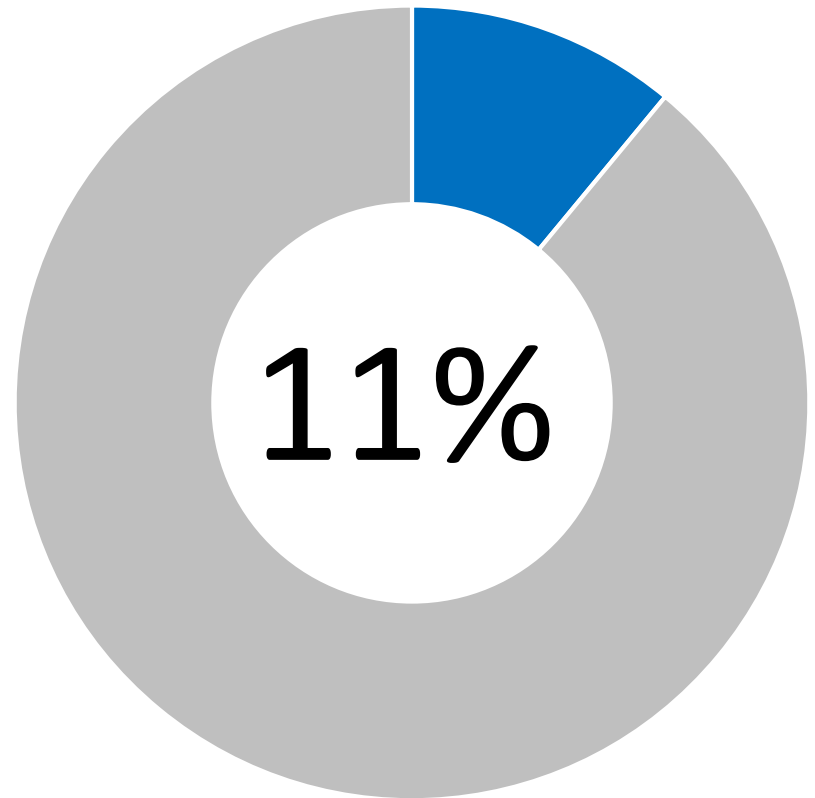
5 Top Reasons For Selling For Sale By Owner



Sellers That Attempted To Sell the Home on their Own often Failed



first attempted to sell their homes on their own...



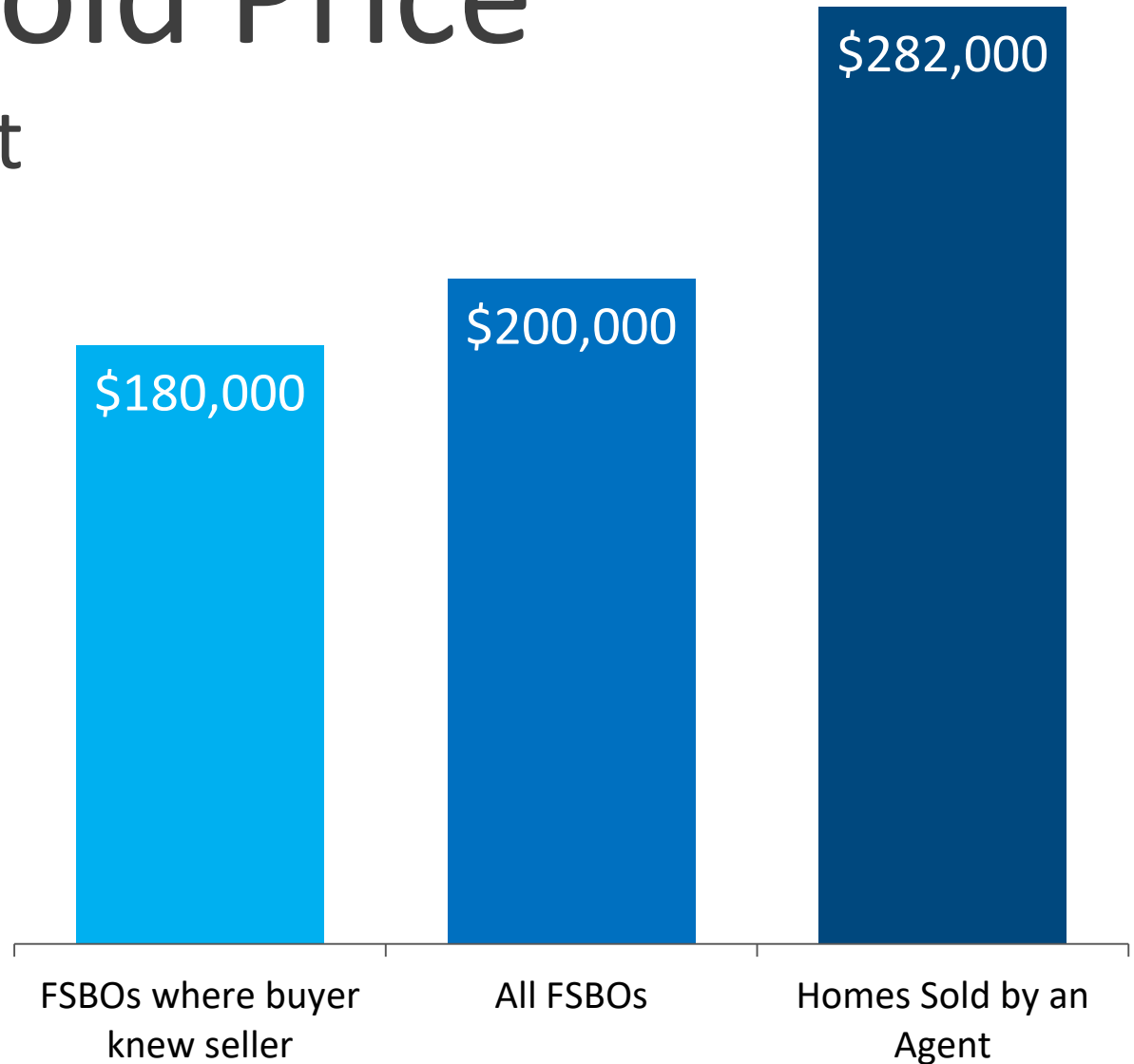
...only 11 percent of sellers sold without an agent.

7 Reasons NOT to Sell Your Home as a FSBO

1. Hard to Price it Correctly
2. Having a Marketing Plan Can Be a Challenge
3. Inconvenience of Showing the Home Themselves
4. There is a Legal Liability
5. Be Careful of Scams!
6. Emotional Attachment to the House
7. FSBOs Sell for Less

Typical Sold Price

FSBO vs. Agent



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

“FSBOs tend to sell for lower prices than comparable home sales and in many cases below the average differential represented by the prevailing commission rate.”



Collateral Analytics Research

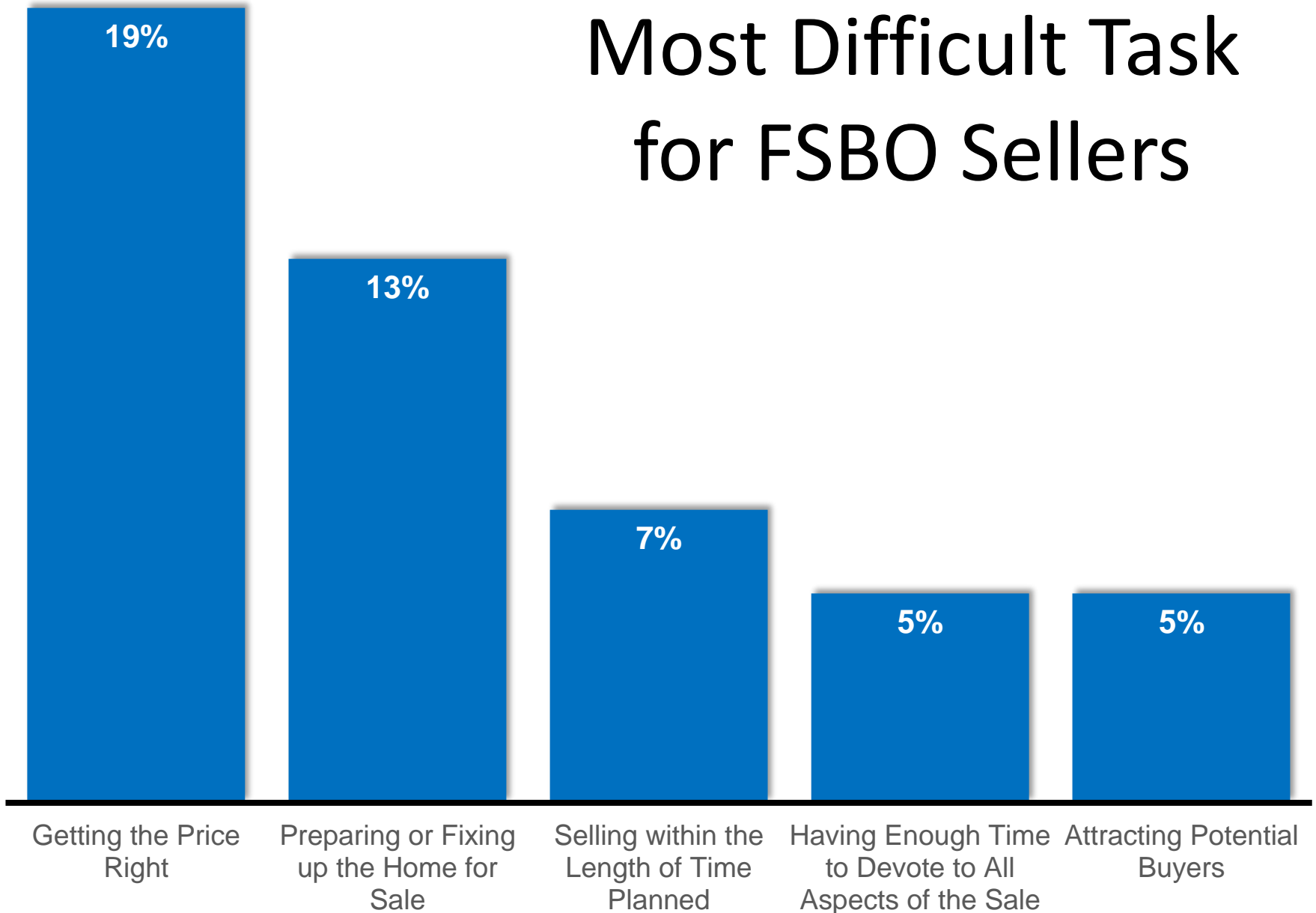
Conclusions from Collateral Analytics Study show FSBOing doesn't net more money:

1. FSBOs achieve prices significantly lower than those from similar properties sold by Realtors using the MLS.
2. Most recent data suggest the average price was nearly 6% lower for FSBO sales of similar properties.

Why Do FSBOs Net Less Money?

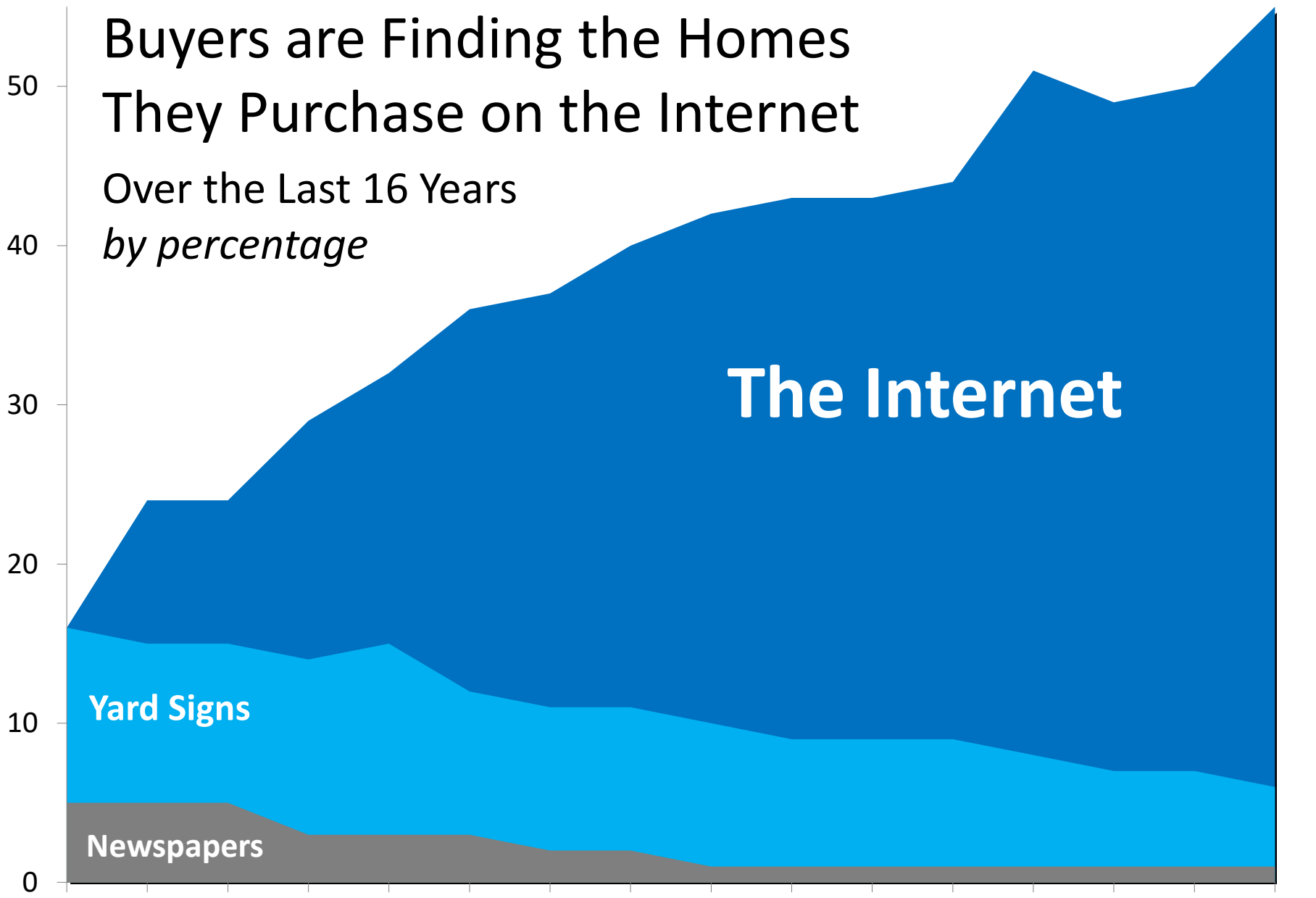
- FSBO buyers are looking for a discount on the home they purchase.
- Agents know how to properly stage the house.
- Properties listed with a broker are marketed to a much larger buyer population. If more buyers see a home, the chances for a bidding war increase.

Most Difficult Task for FSBO Sellers



Buyers are Finding the Homes They Purchase on the Internet

Over the Last 16 Years
by percentage

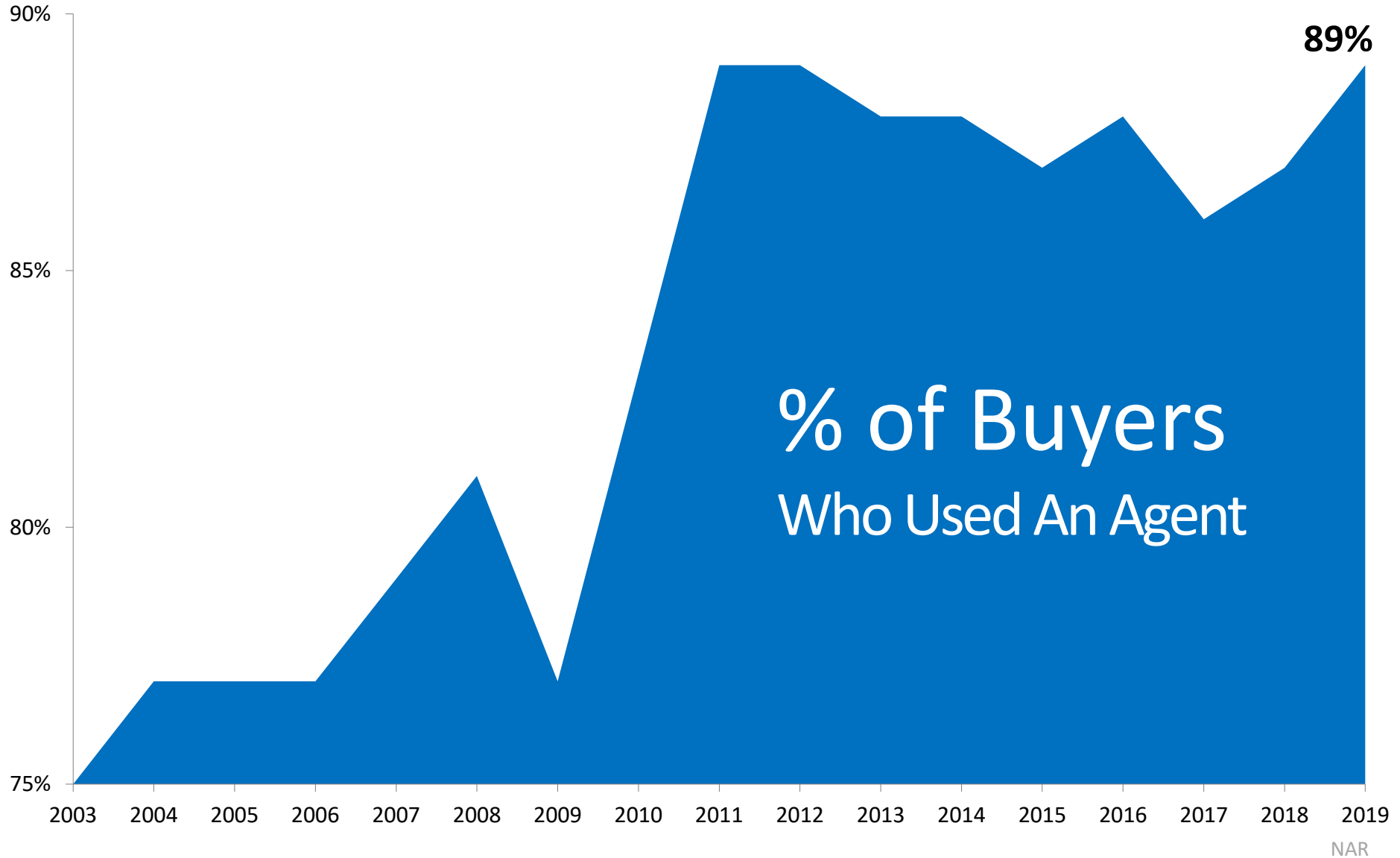


The Internet

Yard Signs

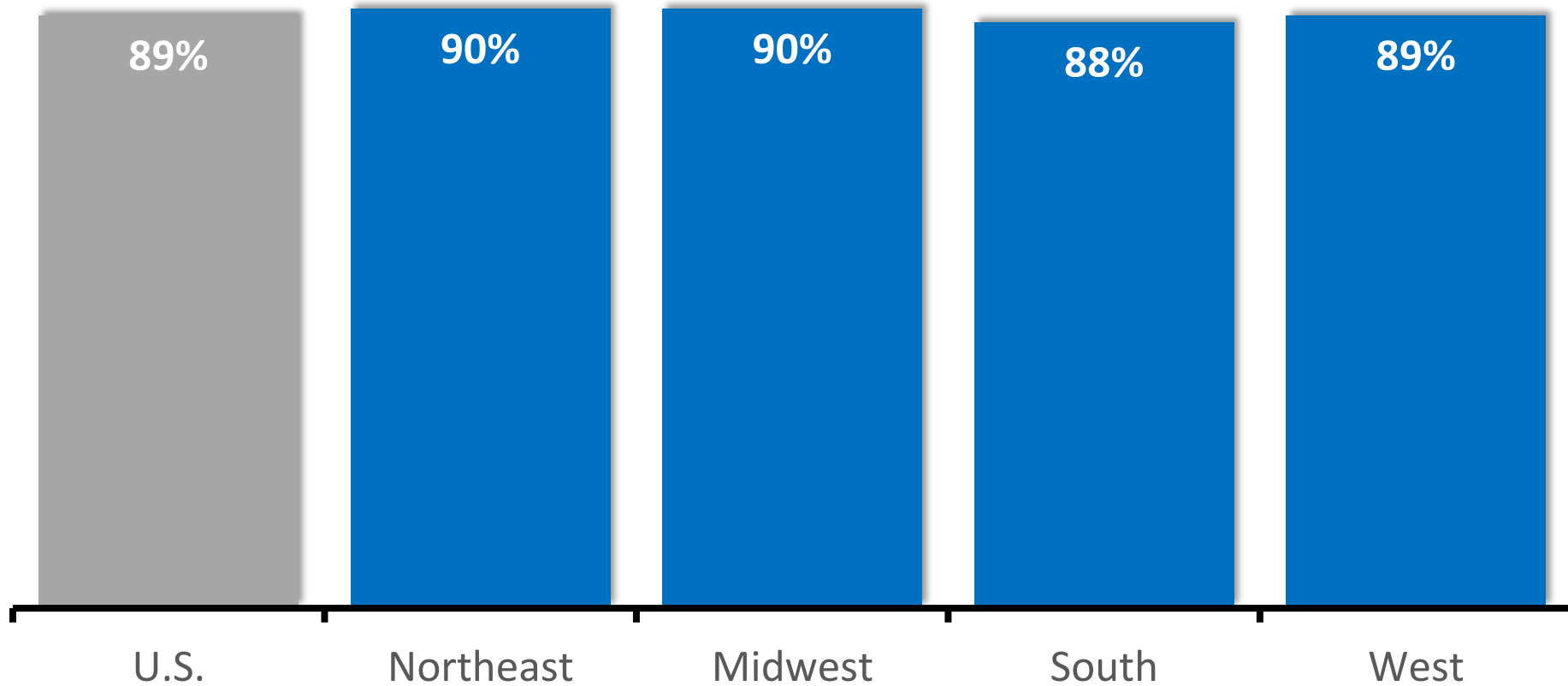
Newspapers

Buyers are still Using an Agent



% of Buyers
Who Used An Agent

Almost 9 out of 10 Buyers Used An Agent



FSBOs Must Be Ready to Negotiate

Here is a list of *some of the people* with whom you must be prepared to negotiate:

- The buyer
- The buyer's agent
- The buyer's attorney
- The home inspection company
- The termite company
- The buyer's lender
- The appraiser
- The title company
- The town or municipality
- The buyer's buyer
- Your bank (in the case of a short sale)



5

Reasons to Hire a Real Estate Professional



They help with all disclosures and paperwork necessary in today's heavily regulated environment.



They are well-educated in real estate and experienced with the entire sales process.



They act as a buffer in negotiations with all parties throughout the entire transaction.



They help understand today's real estate values when setting the price on a listing or on an offer to purchase.



They simply and effectively explain today's real estate headlines and decipher what they mean to you.
