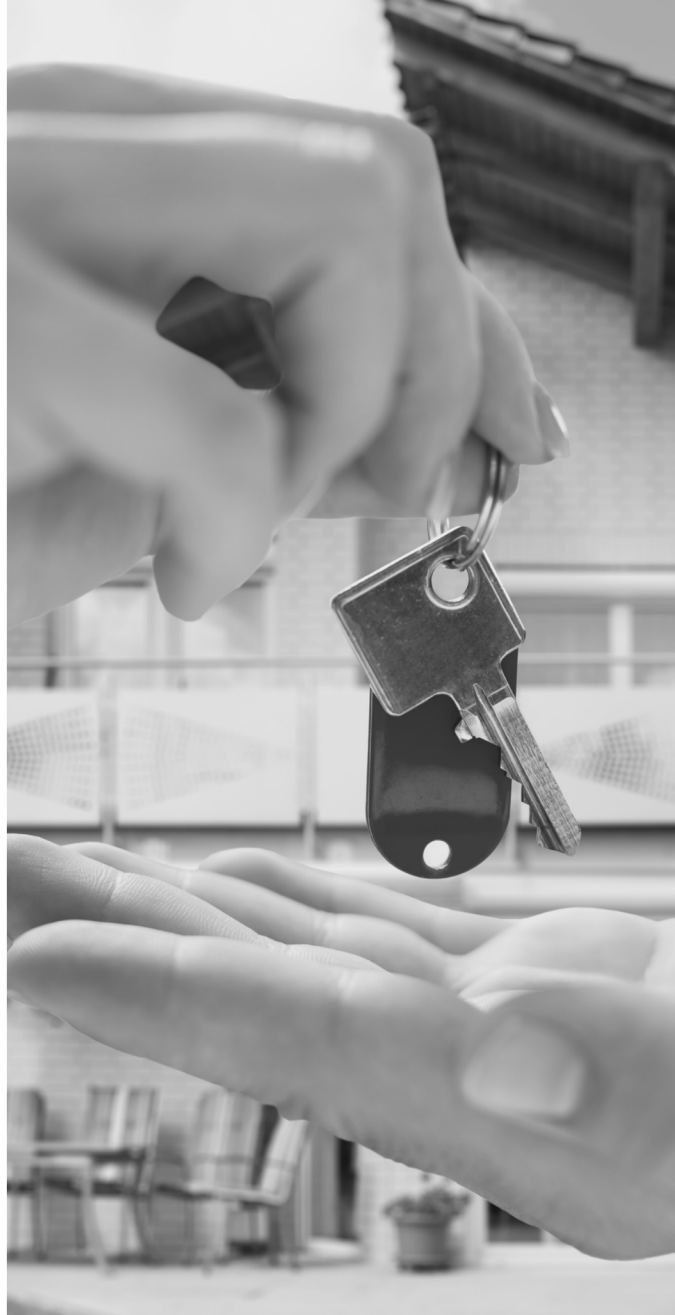


The Risks of Selling Your House on Your Own

Considering selling your house as a for Sale by Owner (FSBO)?



Let's explore why agent support can make a significant difference in these aspects.

1 You May Not Price it Right



Pricing errors can plague solo home sellers. Overpricing risks limited visibility, while underpricing means leaving money on the table. Real estate agents excel at pricing homes competitively for a successful sale.

An article from Nerd Wallet offers this advice:

If your home is overpriced, you run the risk of buyers not seeing the listing. . . But price your house too low and you could end up leaving some serious money on the table. A bargain-basement price could also turn some buyers away, as they may wonder if there are any underlying problems with the house.

2 You Don't Have as Much Experience in Marketing a House

Online marketing is pivotal in today's market, with most buyers starting their search online. Real estate agents are skilled in leveraging online tools to reach tech-savvy buyers, a benefit DIY sellers might miss.



A recent report from the National Association of Realtors (NAR), explains:

Among all generations of home buyers, the first step taken in the home search process was to look online for properties.

3 You May Not Be Comfortable Handling All the Back-and-Forth

Successful sales entail complex negotiations and coordination. Real estate agents are adept at navigating these intricacies, ensuring paperwork accuracy, smooth communication, and a hassle-free closing.



Bottom Line

If you're thinking about selling your house and the idea of going it alone has crossed your mind, be sure to think through that decision carefully.