

# Think you should

**FOR SALE BY OWNER**

# THINK AGAIN...

## GET READY TO NEGOTIATE

Here is just a short list of the people that you will have to negotiate with to sell your house:

- The Buyer
- The Buyer's Agent
- The Buyer's Bank
- The Inspection Company
- The Appraiser
- The Title Company



## HOW DO BUYERS LOOK FOR A HOUSE?

Search Online

**88%**

Newspaper Ads

**21%**

## HOW DO BUYERS FIND THE HOUSE THEY BUY?

Most Real Estate Agents have an [internet strategy](#) to promote the sale of your house.



Online

**43%**



Yard Sign

**9%**



Newspaper

**1%**



## USING AN AGENT CAN NET YOU \$39K MORE

FSBO  
**\$210K**



Agent Assisted  
**\$249K**

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

## Bottom Line:

Before you decide to take on the challenges of selling your house on your own, sit with a real estate professional in your marketplace and see what they have to offer.



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*If your house is currently listed, this is not a solicitation.*