

Coldwell Banker®

Understanding the Limitations of “For Sale By Owner”

Thinking of selling your home without an agent... consider this!

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What does For Sale By Owner mean?

Trying to sell your home on your own means trying to do by yourself what professional brokerages like Coldwell Banker® do everyday

- Price & position your property in the marketplace
- Professionally market your home online, direct to buyers and extensively to the network of local real estate professionals
- Manage showings, meet buyers, conduct open houses
- Handle paperwork, disclosures and other legal issues
- Help potential buyers obtain financing



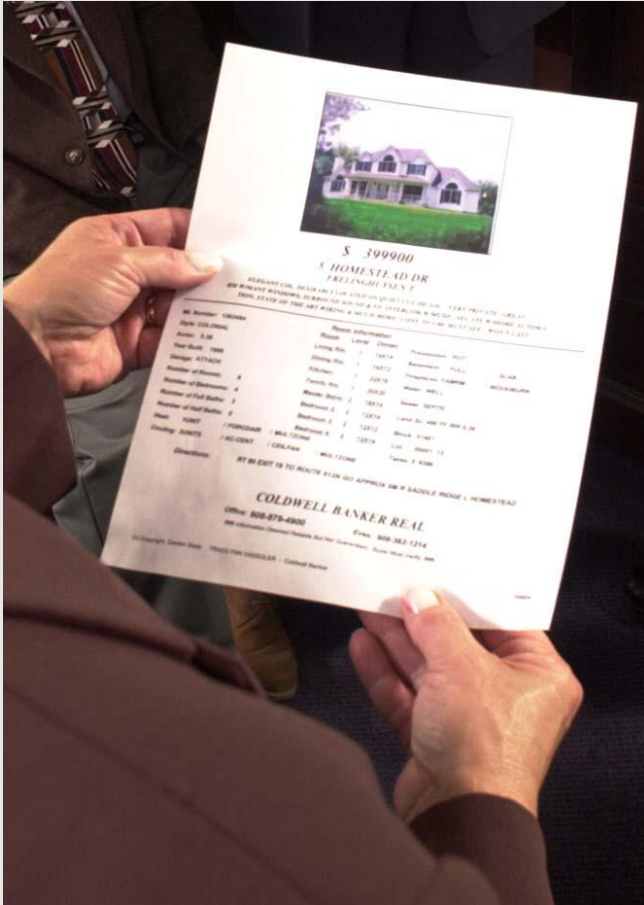
What sellers who sold on their own did not realize...

- *49% of sellers who sold their own home say they “did not want to pay a commission” or fee.*
- Other reasons included:
 - 26% sold their home to a friend or relative
 - 11% were contacted directly by a buyer
 - 4% did not want to deal with an agent



Source: 2009 Profile of Buyers and Sellers, NAR Research

Why do some sellers try to do it “on their own”?



- Selling your own home usually does not result in the best price:
- The median selling price of FSBO homes was \$172,000 compared with \$215,000 for agent-assisted home sales. Sellers who “did it themselves” realized a 20% lower sales price.

Source: 2009 Profile of Buyers and Sellers, NAR Research

Major Marketing Problems for FSBOs



- For Sale By Owners are *not* marketing professionals. They frequently use the least effective and most costly methods to attract buyers, including:
 - 44% relied upon yard signs
 - 22% placed newspaper ads
 - 15% effectively conducted open houses
 - Only 25% put their listing on the internet
 - 3% could send direct mail to a database of prospective buyers

Source: 2009 Profile of Buyers and Sellers, NAR Research

Major Problem Areas for FSBOs

- Many FSBOs are not prepared for the complexities of the real estate transaction. As a result, they often lose potential buyers and valuable market time.
- They may also face certain risks with respect to paperwork and legal issues.
 - 15% said they understood the paperwork involved
 - 15% said they were able to set the right price in the marketplace
 - Only 5% could help buyers obtain financing
 - 13% said they sold within the length of time they had planned on
 - 5% said they had enough time to devote to all aspects of the sale



Source: 2009 Profile of Buyers and Sellers, NAR Research

Thank You

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We never stop moving.™