



Top 5 For Sale By Owner Tips By Dave Seidl

I've had the pleasure of working with many sellers who started the process of selling their home by owner. I understand the challenges and frustrations that come along with selling by owner, as I attempted to sell my home by owner before I became an agent. Below you'll find some tips that will make the process easier for you.

- 1) Make sure any buyers that schedule a showing are pre-qualified. You don't want to waste your time showing your property to somebody who can't afford it. Ask them to email you their pre-approval. If they are not pre-approved yet, we have an excellent lender you can refer them to [here](#).
- 2) If you've put your personal cell phone number on any online postings, I would highly recommend creating a Google voice number and using that instead for privacy reasons. If you're not sure how to do that, [here](#) is a link to show you how. It is free by the way.
- 3) There is a common misconception that agents with buyers are the best to work with. Understand that a buyer's agent has a fiduciary responsibility to his client to negotiate the lowest and best offer for them. They are not on your side and they are not looking out for your best interest.
- 4) Pricing is obviously going to be the biggest factor in selling your home. Don't just try to determine the value of your home by looking at active homes on the market. You need to know which homes have sold in your area and how they compare to yours. In order to deem fair market value you need to be able to see your home not only through the eyes of a buyer, but also an appraiser.
- 5) Be prepared for a lot of phone calls. It's a tough position because you never know if someone calling you may be a buyer for your home but also many of the calls you receive will be from realtors. Some may have buyers, some may just say they do and actually don't. However you should always at least be respectful, do your research and have a strategy for developing a backup plan just in case.

Bonus - A few things about the perspective that buyers and agents have when dealing with a For Sale By Owner that you should be aware of. Statistics show that homes sold by agents sell for 8%-10% more. Here are a few reasons why:

- Buyers and Agents have the mentality that they can low ball a for sale by owner because they don't have an agent representing them and are most likely not skilled in real estate negotiations
- Most buyers would much prefer to negotiate with a third party rather than potentially offend someone with their opinions of the home, then try to negotiate with them. As a result the truth that needs to be dealt with doesn't always get addressed.

Hope this helps. If you are interested in a free Comparative Market Analysis (CMA) to help you determine the price of your home, I would be happy to prepare one for you. Please let me know if there is anything else I can do to help.