

# FSBO VS LISTING AGENT



## FSBO

### Pros:

- ✓ You avoid paying a commission fee (Save money).
- ✓ You can manage the schedule of showings and open houses.
- ✓ You can list your home at whatever price you desire.
- ✓ You may have your own personal buyer.

### Cons:

- ✓ FSBO homes sell for an average of 26% LESS than agent-assisted homes.
- ✓ 73% of buyers think either themselves or their agent could out-negotiate a FSBO seller.
- ✓ An Estimated 25% of home sellers in the U.S. tried and failed to sell FSBO.
- ✓ Contract liability

## LISTING AGENT

### Pros:

- ✓ They understand market value and pricing strategies.
- ✓ Extensive market exposure (MLS/Syndication).
- ✓ Advertising & marketing.
- ✓ Professionally handles negotiations and contracts.

### Cons:

- ✓ May have a bad experience if you choose the wrong Realtor for you.
- ✓ You are held to contract terms with the Realtor.
- ✓ You pay a commission fee (4-6%)