



What Every
FOR SALE
BY OWNER
Needs To Know

3 Facts

1. Sellers have been employing Realtors for over 200 years ... *Why?*
2. 70% of For Sale By Owners choose a Realtor, or change their plans ... *Why?*
3. Realtors can sell houses FASTER and for MORE MONEY ... *Why?*

There are 6 obvious reasons why ...

*Serious Buyers
Only Shop
FOR SALE
BY OWNERS
to Save
a Commission*

REASON # 1

The Law of Supply and Demand

REASON # 2

Law of Supply & Demand

of Realtors in Region: _____

Avg. # of Prospects each: 10

Total # of Prospects: _____

Avg. # of days to Close: _____

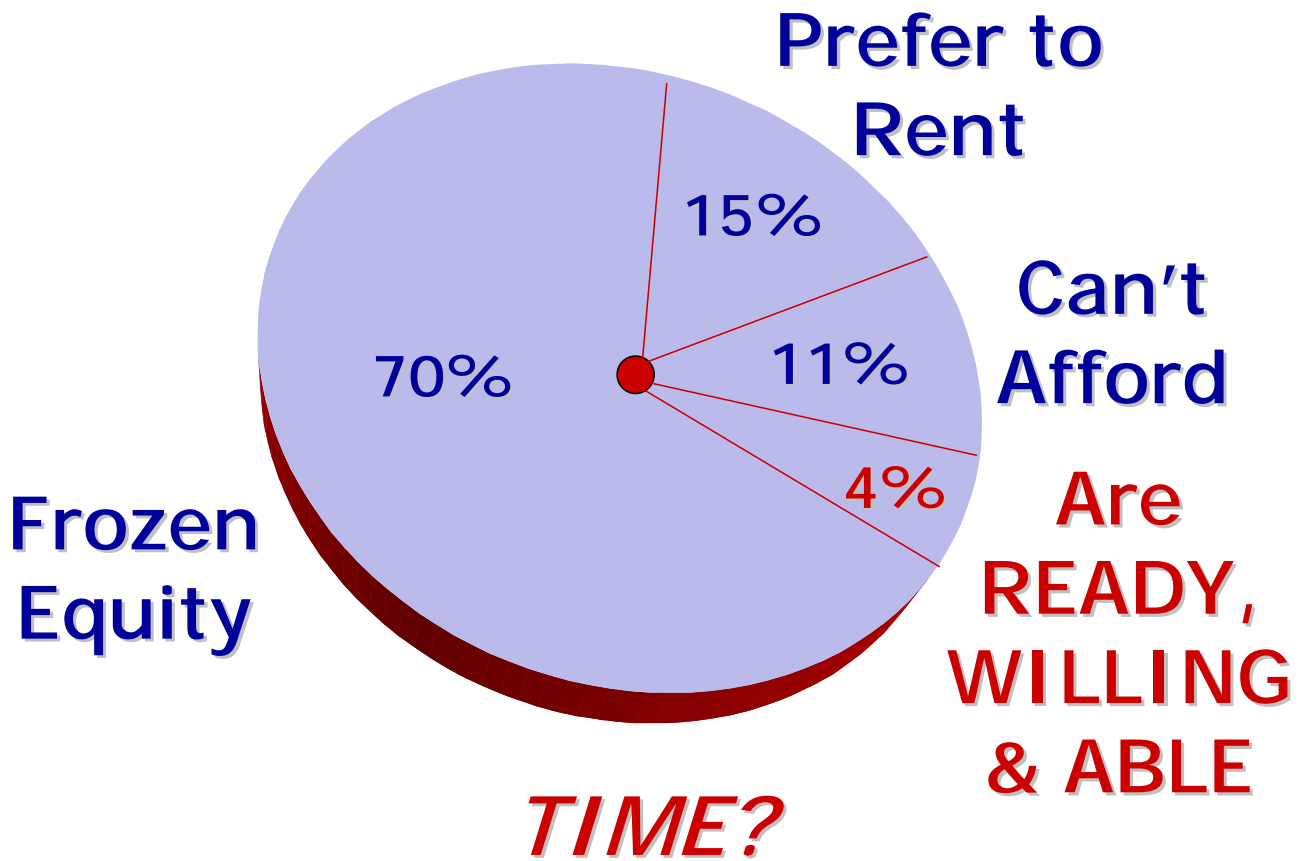
*If it takes _____ Realtors with
_____ prospects, _____ days to get
sellers their money ...*

How much TIME will it take for
THE FOR SALE BY OWNER?

**Difficulty
separating
LOOKERS
from
*BUYERS***

REASON # 3

Separating Lookers from Buyers



National Association of Realtors Study

***The LONGER it
takes to sell,
the more
MONEY that
could be LOST***

REASON # 4

Time / Financial Analysis

Rates might go up \$ _____

New home may cost more \$ _____

Your home worth less \$ _____

Lose speculation time \$ _____

Vacant monthly maintenance \$ _____

Double house payment \$ _____

Discount points might go up \$ _____

Tax advantages \$ _____

Lost in the shuffle \$ _____

Repair and lose money \$ _____

Marketing Services

= Exposure

= Prospects

= ***MORE VALUE***

REASON # 5

Marketing Services Comparison

| <u>Services:</u> | <u>Realtor</u> | <u>FSBO</u> |
|--------------------------------|----------------|-------------|
| MLS | ✓ | X |
| Nationally Recognized Sign | ✓ | ✓ |
| Professional Print Advertising | ✓ | X |
| World-Wide Internet Showcase | ✓ | X |
| International Relocation | ✓ | X |
| Professional Training | ✓ | X |

**3rd Party
Negotiating
saves *TIME*
and *MONEY***

REASON # 6

Advantages of 3rd Party Negotiation

- **Trained Negotiators**
- **Not Emotionally Involved**
- **Avoid Pitfalls**
- **Understand the Needs of Both Parties**

Now that you know ...

- Serious buyers shop For Sale By Owners to **SAVE** a **COMMISSION**
- The Law of **SUPPLY** and **DEMAND**
- The difficulty separating **LOOKERS** from **BUYERS**
- More Marketing Services ultimately equals **MORE BUYERS**
- The Longer it takes to Sell, the more **MONEY** that can be **LOST**
- 3rd Party Negotiating saves **TIME & MONEY**

***DOESN'T IT
MAKE SENSE ...***