



LAWYERS LINK

Advertising Tips for the "FSBO"

Selling your own home without a real estate agent is referred to in the industry as a "FSBO" which means "For Sale By Owner." Be aware that buyers are often attracted to FSBOs because they think they can negotiate with you easier and make lower offers by deducting the amount you are not paying to an agent. You may want to advertise in a variety of places to get the maximum exposure for your home.

Some Sources of Marketing Your Home Include:

- Financing options flyer for potential buyers.
- Flyers inside your home and attached to an outdoor sign.
- Flyers to pass or mail around neighborhood and post at local stores.
- FSBO sign in the front yard.
- Local newspapers, home magazines, websites, etc.
- Open house signs around the neighborhood.
- Television real estate channel.

Include the Following Information in Your Ad:

- Indicate that you are a FSBO.
- Identify the neighborhood, but eliminate the address to generate a phone call (except open house ads).
- Describe the architectural home style.
- List the number of bedrooms and baths.
- Indicate the sales price and any special terms.
- Indicate any extra features such acreage, pool, spa, RV storage, etc.
- Indicate the best phone numbers and times to call.

#1 Tip - Always Specify "Lawyers" for Your Title & Escrow Needs!

