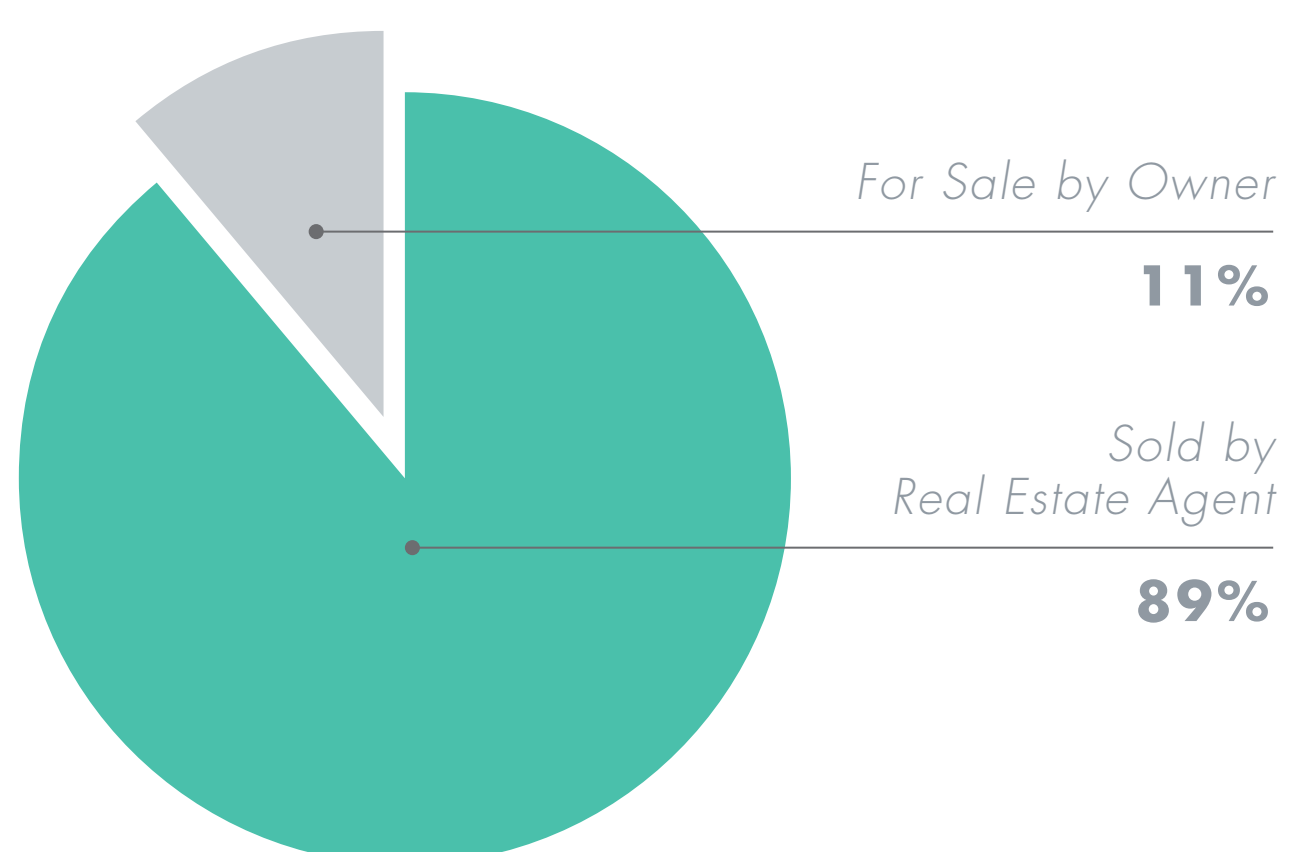


FOR SALE BY OWNER (FSBO)

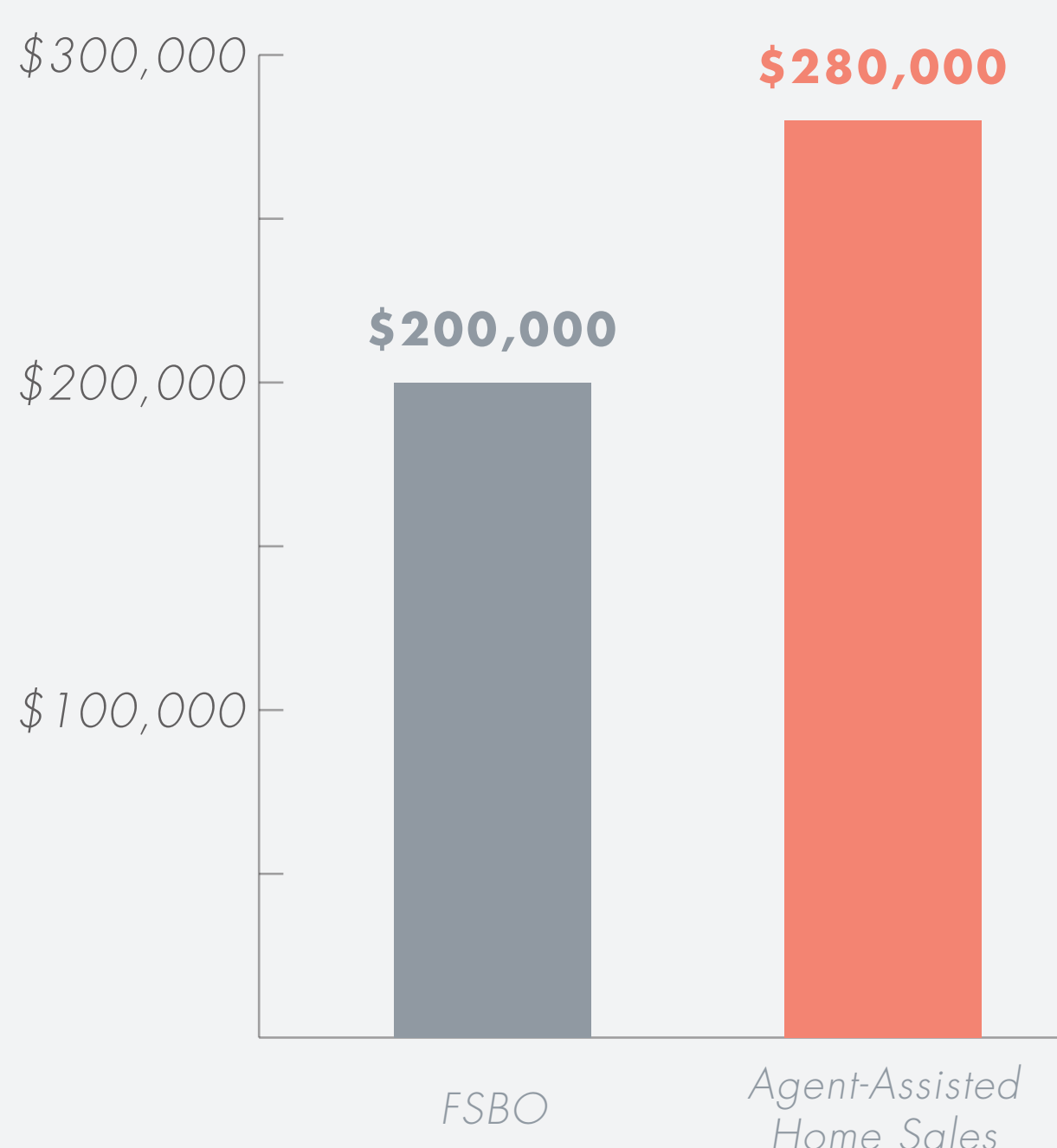
One of the most untapped markets for finding leads is the For Sale By Owner (FSBO) group. Their main goal is to sell their home without spending money on a real estate agent. However, the cost of transactional independence can take a toll not only on their home selling price but homeowner stress levels from the day-to-day tasks a real estate agent normally performs.

FSBOS SOLD VS AGENT-ASSISTED HOME SALE

In 2018, FSBO homes accounted for one in every 10 homes sold in the U.S. With over 6m homes being sold this year, there are hundreds of thousands of FSBOs needing support from agents like you.



AVERAGE HOME SALE PRICE (FSBO VS AGENT)



When compared to FSBOs, homes sold with an agent saw an \$80,000 (+40%) increase in price. This means that FSBO sellers are losing almost half of a typical college student's tuition simply by excluding real estate agents from their home transaction.

FSBOS MARKETING METHODS

The majority of FSBOs spent no money on advertising their home or relied on highly inexpensive methods of local awareness (yard signs) and word of mouth (friends, relatives, or neighbors). This data indicates a strong encompassing belief that there's no need or benefit to investing money into selling their homes.

Yard Sign	31%
Open House	24%
Friends, Relatives, or Neighbors	21%
MLS Website Listing	20%
Online Classified Advertisement	13%
Social Media	11%
FSBO Websites	5%
Direct Mailer	4%
Video	1%
Print Newspaper Advertisement	1%
None: Did Not Actively List Home	36%

MOST DIFFICULT TASKS REPORTED BY FSBO SELLERS:

The majority of FSBO sellers had issues with the home selling process. While some did not fully pinpoint the exact reason the home transaction process was so difficult, there was a definite need for agent expertise.

