



For Sale By Owner: Selling Your Home Privately in 2007

As a home seller, it might be tempting to consider selling on your own, without the benefit of a licensed real estate agent. But regardless of market conditions, listing your home privately be a mistake that costs you time and money. And in a “buyers” market, like the one we are currently experiencing in Naples and surrounding Southwest Florida cities, it is simply not a good idea. The market is flooded with homes for sale. How will you compete with all them?

It is true that modern technology like the Internet has taken the mystery out of selling a home. But no electronic convenience can change the importance of getting all the details right. No web site can take the place of a professional with years of experience handling all types of transactions, and the knowledge base needed to deal with any circumstance that may arise. Do you want to take any chances with one of your biggest and most important investments?

So why do sellers list on their own? For the majority, it boils down to not wanting to pay commissions. But “sell it yourself” proponents state many other advantages. Let’s take a look at some of their assertions:

- *Claim: You set the schedule for showings, so no need to keep your home in showing condition at all times.*

Reality: Most Realtors will work with you on showing schedules. As a seller, you have ultimate say over when your home is open for showing. Keeping your home in showing condition actually makes it easier for you – you won’t be frantically straightening up or moving items out of the way every time a showing is scheduled.

Also, a Realtor will only bring qualified buyers to your home. You won’t have to worry about wasting time showing to “window shoppers” or those who couldn’t afford to buy.

- *Claim: You know your home better than anyone, and can point out all of the highlights to prospective buyers.*

The Parlante Group Real Estate | Coldwell Banker Residential Real Estate, Inc.

4851 North Tamiami Trail Suite 100 | Naples, Florida 34103
(239) 263-3300 or Toll Free 800-562-0233 | Direct Line (239) 261-9050 Fax (239) 263-0352
NoSnowNaples.com | Email: info@NoSnowNaples.com

Reality: Realtors tend to talk to each other. A buyer's agent can tell the seller's agent that his buyer is looking for X, Y & Z in a new home. During a showing – or even prior to one - the seller's agent can then point out that your home has X, Y & Z – exactly what the buyer is looking for!

Additionally, how do you handle your home's not-so-positive points? Will you know what to say, and what *not* to say?

- *Claim: You don't have an agent telling you what to do. All decisions are yours alone.*

Reality: Realtors are rarely dictators. They're goals are your goals. Their experience, knowledge and connections are positioned to help you sell your home, not to boss you around!

And, when it is time to make some major decisions – wouldn't you want a professional advisor around to answer your questions and address all of your concerns?

- *Claim: You'll sell your home faster on your own, because the price won't be inflated to cover commissions.*

Reality: Setting a selling price without the benefit of industry knowledge and area research is dangerous. As a private seller you may price your home too high...or too low. Or, you may not be able to sell it at all. Realtors have many tools at their disposal to ensure your home is priced right.

Plus, as we've already said, a Realtor will be qualified buyers only to your home – you'll save time only showing to people who have a genuine interest and money to back it up.

- *Claim: Once you find a buyer, the rest is as easy as selling a car – you can do it yourself.*

Reality: Homes in and around Naples range in selling price anywhere from \$150,000 to over \$20 million. When's the last time you bought or sold a car with that much value? There is a lot at stake when you're selling your home, you want to be sure it is all done right.

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- *Claim: No commissions, you keep more money from the sale.*

Reality: As a private seller, if you were to invest in all of the tools at a Realtor's disposal – newspaper ads, direct mailings, internet listings, professional-to-professional marketing, open house announcements, photography, etc. – you would soon see how much it actually costs to sell a home.

These costs are magnified in a buyer's market like the one we have now, with so much competition and so many homes on the market.

There are some advantages to selling your own home, and complete control over the entire process is the biggest of them. On the other hand, selling your home is a full-time job. If you go it alone, you'll have to be sure you have the time, money and energy to do it all. Most people already have full time jobs, family responsibilities, and other pressures on their time.

Rest assured that selling your own home without the benefit of a professional real estate agents amounts to much more than simply putting a "for sale" sign on your lawn. Before you make this important decision, be sure you have all the facts on what the true costs are. You may find it's worth the commission to go with a pro after all.

If you have questions about selling your home or want to talk with one of our experienced team of professionals, please contact us. We'll show you all of the tools we use to evaluate and sell homes –getting them sold as quickly as possible and for the best price possible.

Reach us easily at:

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via email at **info@NoSnowNaples.com** or

Chat Live with us on our innovative web site at **www.NoSnowNaples.com**.

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