

# 'FSBO' (Pronounced Fizbo in Real Estate Lingo)

~ ADVERTORIAL ~

Can a home owner sell without utilizing the services of a Realtor? Sure. Will he save the equivalent of the selling commission? He could. He may also not and here's why.

- Most buyers buy through a Realtor who is typically paid by the seller. The bargain hunting buyers who seek out the "For Sale by Owner" homes, are expecting to save the same commission the 'FSBO' hopes to save. Buying for less is their primary concern, and this is reflected in typical low-ball offers.

- Opportunistic speculators and investors offer less for a 'FSBO' home. Without a Realtor to repre-

sent the owner's interests, sellers may end up accepting a below-value offer.

- Real Estate Professionals are knowledgeable about the local market and know the highest price a home is likely to bring. Advice to the seller on the right balance between the highest price and the fastest sale is critical to maximizing profits.

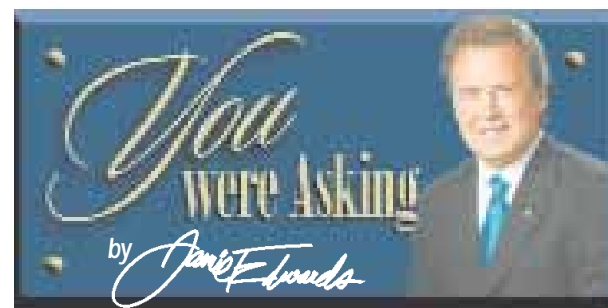
- Real Estate Professionals have experience with lenders and can help find financing with lower monthly payments, thereby making a higher sale price feasible for the buyer.

- In contract negotiations, a real estate professional not only is trained

in negotiation techniques, but also is psychologically in a better position than an emotionally involved seller. The result is often a more profitable contract for the seller.

- The bottom line? Business is business. Yes, the 'Do-it-yourself' projects get done....eventually, but, will you be pleased with the outcome?

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