

# SELL IT YOURSELF

## Pocket More Cash

### ARM YOURSELF WITH *MLS*, AN AGENT'S SECRET WEAPON



Reach more buyers with the same local MLS listing used by agents. The national average sale price for homes listed on MLS is **20 PERCENT** higher than non-MLS homes.

### AVOID PAYING COSTLY COMMISSIONS

Commission sellers with agents + MLS pay:

6%

Commission by-owner sellers + MLS pay:

2-3%

Commission by-owner sellers pay:

0%

### CUT OUT THE MIDDLEMAN



No one has more invested than you do. Avoid miscommunications and work out your own compromises directly.

### SELL YOUR HOME FOR THOUSANDS MORE

\$230K

AVERAGE  
AGENT-ASSISTED  
HOME SALE

\$247K

AVERAGE  
ForSaleByOwner.com  
HOME SALE

### TRUST YOURSELF, NOT SOMEONE ELSE

A national survey of buyers and sellers shows:

80%

would consider buying a home sold by owner

#### SOURCES:

[www.realtor.org/reports/highlights-from-the-2013-profile-of-home-buyers-and-sellers](http://www.realtor.org/reports/highlights-from-the-2013-profile-of-home-buyers-and-sellers)  
<http://blog.forsalebyowner.com/2013/12/5-big-insights-on-selling-home-in-2014.html>  
2014 Survey of Home Buyers and Sellers conducted on behalf of ForSaleByOwner.com

#### PRESENTED BY:

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