

Home Selling Myths vs. Facts



MYTH: Selling without an agent will save you money

FACT: While it is possible to save on commission fees by selling without an agent, there are many potential downsides. Some examples include:

- Incorrect pricing
- Lack of marketing
- Poor negotiation skills
- Legal risks
- Time commitment

Many sellers find that the expertise and services provided by a real estate agent more than justify their commission fee, ultimately resulting in a smoother and potentially more profitable transaction.

For Sale By Owner Stat

According to the National Association of Realtors (NAR), homes sold by owners (For Sale By Owner, FSBO) typically sell for less than homes sold through agents. In 2020, the median FSBO home sold for \$217,900 compared to \$242,300 for agent-assisted sales.

MYTH: What the outside of my home looks like doesn't matter, only the inside

FACT: Investing in the exterior of a home can significantly impact the sale process. It attracts more potential buyers, creates a positive first impression, and can ultimately lead to a quicker sale at a better price. Balancing the attention given to both the exterior and interior ensures the property is presented in the best possible light.

MYTH: My house will sell itself

FACT: While a well-located, attractive home can generate interest, relying on it to sell itself overlooks the critical elements required for a successful sale. Active marketing, strategic pricing, effective presentation, skilled negotiation, and thorough management of the selling process are all necessary to achieve the best outcome. Engaging full-time real estate agents can provide invaluable expertise and support to navigate these complexities and maximize the property's potential.

MYTH: Pricing your home higher than its value will make you more money

FACT: It's a common misconception that if you price your house on the higher end, it will leave room for negotiation, but doing so can backfire. It may lead to numerous price reductions and lengthen the selling process. If your house is too expensive for the perfect buyer, you can miss them altogether.

MYTH: Staging your home is not worth the expense

FACT: Staging is a strategic marketing tool that enhances the appeal of a home, helping it sell faster and for a higher price. It allows buyers to envision the potential of the space, creates a strong first impression, and gives the property a competitive edge in the market. Far from being unnecessary, staging is a valuable step in the home-selling process that can lead to significant financial and emotional benefits for home sellers.

Staging Stat

According to RESA (Real Estate Staging Association), 85% of staged homes saw an ROI of 5-20% over the initial investment in staging.

