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# Five Mistakes Homeowners Make When Selling Their Home FSBO

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Selling a home “For Sale By Owner” (FSBO) can be an attractive option for many homeowners who want to avoid paying the average 3-7% commission to a real estate agent. However, selling a home FSBO also requires careful planning, preparation, and execution to achieve a successful sale. In this article, we will discuss the five common mistakes people make when selling their homes FSBO and how to avoid them.

## Mistake #1: Not Pricing the Home Correctly

One of the most crucial aspects of selling a home is setting the right price. Pricing a home too high can deter potential buyers, while pricing it too low can result in a lower profit for the seller. To determine the right price, sellers can research comparable home sales in a local market like Ohio and work with an appraiser to assess the home’s value objectively. Additionally, using a flat fee MLS listing service can provide access to valuable market data and professional insights that can inform the pricing strategy.

## Mistake #2: Neglecting Home Staging and Repairs

Another common mistake is neglecting the presentation of the home. A poorly presented or neglected home can turn off potential buyers and reduce the chance of a sale. Sellers can improve their home’s presentation by decluttering, deep cleaning, and fixing minor damages. Home staging can also help buyers visualize themselves living in the home and create a positive first impression. A flat fee MLS listing service can promote the home’s best features through professional photography and virtual tours, making it more appealing to potential buyers.

## Mistake #3: Inadequate Marketing and Exposure

Selling a home FSBO also requires effective marketing and exposure to attract potential buyers. Inadequate marketing can limit the pool of potential buyers and prolong the sale process. Sellers can leverage social media, create virtual tours, and use professional photography to market the home effectively. A flat fee MLS listing service can provide wider exposure to potential buyers, especially in a local market like Ohio, where the service can list homes for sale by owner in Ohio, and provide access to Ohio MLS listings.

## Mistake #4: Poor Communication with Buyers

Poor communication with buyers can lead to misunderstandings, lost opportunities, and even legal issues. Sellers should promptly respond to inquiries, be transparent about the home’s condition, and use clear and concise language to avoid misunderstandings. A flat fee MLS listing service can provide tools for managing inquiries and scheduling showings, making communication with potential buyers more streamlined and efficient.

## Mistake #5: Not Seeking Professional Help When Needed

Finally, some aspects of selling a home may require professional help, such as legal and financial matters. Sellers should consider consulting with a real estate attorney or accountant to ensure compliance with local laws and regulations and maximize their profit. A flat fee MLS listing service can complement the seller’s efforts by providing resources and guidance for navigating the sale process.

In conclusion, selling a home FSBO requires careful planning, preparation, and execution to achieve a successful sale. Sellers should avoid common mistakes, such as not pricing the home correctly, neglecting home staging and repairs, inadequate marketing and exposure, poor communication with buyers, and not seeking professional help when needed. A flat fee MLS listing service can provide valuable support and exposure to potential buyers in Ohio and complement the seller’s efforts to achieve a successful sale. Reach out to us here at Ohio Broker Direct today, we would love to hear from you!