

FSBO Seller FAQ — In-Depth Answers

Pricing & Valuation

1. How do I figure out the right listing price for my home?

Use a Comparative Market Analysis (CMA) — look at recently sold homes in your area that are similar in size, location, age, and features. Online tools like Zillow or Redfin can help, but for best accuracy, pull real-time data from the MLS through a flat-fee listing service or hire an appraiser.

2. Should I get a professional appraisal or just use online estimates?

Online estimates (like Zillow's Zestimate) are a starting point, but they can be off by thousands. A licensed appraiser can give you a more accurate value for around \$300–\$500 — especially useful in unique markets.

3. What factors affect how quickly my home sells?

- Price vs. market value
 - Time of year (spring/summer usually faster)
 - Location and curb appeal
 - Online listing quality (photos + description)
 - Flexibility with showings and open houses
-

Marketing

4. Where should I list my home to get the most exposure?

Use an MLS listing service (many FSBO platforms offer flat-fee access). Also list on:

- Zillow, Realtor.com, Redfin
- Facebook Marketplace, Craigslist
- Local community boards or FSBO sites

5. Do I need professional photos or can I take them myself?

Professional photos can sell your home faster and for more money. DIY is possible, but only with good lighting and a quality camera. Use wide angles and declutter your rooms.

6. How do I write an effective listing description?

Use strong keywords: "updated kitchen," "quiet cul-de-sac," "move-in ready." Highlight

upgrades, layout, lifestyle benefits (e.g., walk to shops), and neighborhood perks. Keep it clear, honest, and appealing.

Legal & Paperwork

7. What forms and disclosures do I need to sell legally?

Each state has specific forms. In Kentucky, for example, you'll need:

- Seller's Disclosure of Property Condition
- Lead-based paint disclosure (if built before 1978)
- Purchase contract

Selfinvest or a real estate attorney can provide the full set of documents.

8. Do I need a real estate attorney or is a title company enough?

In many states, a title company handles closing. Still, hiring an attorney (especially for FSBO) can protect you from costly legal errors, particularly in offer review and negotiation.

9. How do I handle the purchase agreement and contingencies?

You or your buyer can submit an offer using a standard purchase agreement template. Contingencies may include:

- Home inspection
- Financing approval
- Appraisal

You can accept, counter, or reject any offer.

Communication & Showings

10. How do I screen potential buyers without an agent?

Before showings, ask:

- Are you pre-approved for a mortgage?
- Are you working with a buyer's agent?
- When are you looking to move?

Always keep records and communicate in writing.

11. What do I say during a showing or open house?

Let the home speak for itself. Highlight key upgrades, answer questions honestly, and don't oversell. Offer flyers or a QR code that links to more info. Keep it casual and informative.

12. What questions should I be ready to answer from buyers?

- Age of roof, HVAC, appliances
 - Average utility bills
 - Any known issues or recent repairs
 - School district and neighborhood amenities
-

Offers & Negotiations

13. How do I evaluate an offer and decide whether to accept it?

Look at:

- Offer price vs. your target
- Buyer's financing (cash or mortgage?)
- Contingencies and closing date
- Who pays closing costs

You can counter with adjusted terms before accepting.

14. What happens if a buyer wants to negotiate repairs or price?

After inspection, the buyer may request repairs or a credit. You can agree, negotiate, or decline — it depends on how eager you are to close and your confidence in other offers.

15. What's a fair amount of earnest money?

Typically 1–3% of the purchase price. It shows buyer commitment and is usually held in escrow. If the buyer backs out without cause, you may keep it.

Closing Process

16. How long does closing take, and what happens during that time?

Typically 30–45 days. During that time:

- Buyer finalizes mortgage
- Title search and insurance are ordered
- Appraisal and inspection occur
- Both parties sign final documents

17. Who handles the paperwork and transfer of title?

A title company or real estate attorney will coordinate the signing, payment distribution, and recording of the deed with your local county office.

18. What costs do I have to pay as the seller?

Expect:

- **Title and escrow fees**
 - **Transfer taxes**
 - **Attorney (if used)**
 - **Buyer agent commission (if the buyer uses one, and you agreed to pay it — usually 2.5–3%)**
- No listing agent commission = big savings.**