

Top 5 FSBO Mistakes

How to Sell Smarter and Protect Your Bottom Line

Most For Sale by Owner sellers lose thousands because of avoidable mistakes. This guide walks you through the most common missteps, why they happen, and what to do instead so you can protect your equity and sell with confidence.

01

Pricing with Emotion Instead of Data

Why it hurts: It's natural to value your home based on memories and effort. But buyers only see market value. Listing even 5% too high can stall traffic, while pricing too low leaves money on the table.

The Fix:

- Pull 3 sold, 3 pending, and 3 active comps similar in size, age, and style.
- Price within a realistic band — top if your home shines, middle if average, bottom if speed matters.
- Review showing feedback after 10–14 days to decide if adjustments are needed

Pro Tip: Use data, not emotion. A pricing band gives you flexibility without weakening your position.

02

Weak Photos and Presentation

Why it hurts: Most buyers decide within seconds whether to click on a listing. Dark lighting, clutter, or poor sequencing make great homes look forgettable.

The Fix:

- Declutter, brighten, and clean before photography day.
- Tell a visual story: front exterior, living, kitchen, primary suite, top features, then secondary spaces.
- Highlight curb appeal with fresh mulch, lighting, and an inviting entry.

Pro Tip: Your first five photos set the tone. Make them count — they determine your showing traffic.

03

Not Verifying Buyer Financing Early

Why it hurts: A weak pre-approval can sink your sale weeks into the process. Even serious buyers sometimes overstate readiness.

The Fix:

- Ask for a detailed pre-approval with loan type, down payment, and cash-to-close amount.
- Call the lender to confirm documentation review and underwriting progress.
- Clarify how appraisal gaps or delays will be handled in writing.

Pro Tip: Pre-qualification isn't enough — always verify with the lender before you accept.

04

Missing Legal Steps and Disclosures

Why it hurts: One forgotten disclosure or unsigned form can cause costly delays or even post-closing disputes.

The Fix:

- Use a transaction checklist for contracts, addenda, disclosures, inspections, and title items.
- Track all contingency deadlines on a shared calendar.
- Keep every signed document in a clearly labeled digital folder.

Pro Tip: When in doubt, document it. Written records protect both sides and prevent misunderstandings.

05

Losing Leverage in Negotiations

Why it hurts: Sellers often give away leverage by rushing to respond or offering concessions without strategy. Every word, term, and tone matters.

The Fix:

- Know your must-haves and nice-to-haves before offers arrive.
- Request complete offer packages including proof of funds and timelines.
- Use silence — let the buyer's side counter first when you negotiate.

Pro Tip: Trade, don't give. Every concession should gain you a benefit in return.

Quick Action Recap

- Review your pricing band and current competition.
- Reorder photos to highlight your best spaces first.
- Call any potential buyer's lender for verification.
- Check every signature and disclosure for completeness.
- Decide your negotiation rules before the next offer.

A 10 minute review of these points can prevent weeks of frustration and protect your net.

About Me

I help homeowners sell with confidence and clarity. My approach is simple, transparent, and focused on results. Whether you are selling on your own or want expert support, I'm a resource. No pressure attached.

For a 15 minute consultation → chapmanrealtyexperts.com/calendar

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