LORRIE SEWARD Realty

FREE SELLER GUIDE | FOR SALE BY OWNER IN ALASKA

The Alaska FSBO Options Guide

Selling on your own, with MLS exposure and the level of help you choose



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FOR SALE BY OWNER

Sell it yourself, without going it alone

Selling on your own can save money. Selling without exposure can cost money. This guide explains your options and what each one includes.

CONSIDERATIONS

What to consider before selling on your own

- ☐ Pricing: Alaska is a nondisclosure state, so sold prices are not in public records and online estimates can miss
- ☐ Exposure: most buyers search MLS fed websites and many work with an agent
- ☐ Paperwork: a written purchase agreement and the Alaska Residential Real Property Transfer Disclosure Statement
- ☐ Deadlines: inspection, appraisal, financing and closing dates must be tracked and met
- ☐ Showings and safety: screening buyers, scheduling and securing valuables
- ☐ Negotiation: inspection requests and appraisal issues can derail a sale without a plan

YOUR OPTIONS

The FSBO plan: four options

Every option includes the same marketing package: an Alaska MLS listing, professional photography, Facebook, Instagram and Google ads with buyer retargeting, and exposure on the major home search sites through MLS syndication, plus a free pricing consult. What you pay depends only on who finds the buyer and how much help you want.

Option	Fee	What it means
You find the buyer	0%	You find the buyer on your own, with no agent involvement.
You find the buyer and want paperwork help	1%	I handle the purchase contract, disclosures, deadlines and coordination through closing.
Lorrie finds the buyer	3%	I find and bring a qualified buyer, then handle negotiation, paperwork and closing. How the buyer and seller are each represented is explained and agreed to in writing before any offer is signed.
Another agent brings the buyer	2%	My fee is 2%. Any compensation to the buyer's agent is separate, optional and negotiated in writing.

Important

Commissions are not set by law and are fully negotiable. Terms are confirmed in a written listing agreement before your home goes live. Brokerage services are provided by Real Broker LLC, and agency relationships are disclosed and agreed to in writing as required by Alaska law.

PROCESS

How it works

01 **Free pricing consult**
We review real Alaska MLS comparable sales so you list at a price that attracts offers.

02 **Photos and listing**
Professional photos, a compelling description and your home goes live on the MLS and major portals.

03 **Marketing launch**
Facebook, Instagram and Google ads plus buyer retargeting put your home in front of active buyers.

04 **Choose your help**
Find the buyer yourself for 0%, or bring me in for paperwork, negotiation or full service whenever you want.

EXPERIENCE

A real example

A seller in Eagle River started out selling on their own. I stepped in, already knew the right buyers, and 11316 Bridger Place was under contract in under 24 hours. I represented both the seller and the buyers on that sale.

FAQ

FSBO questions

Is it really 0%?

Yes, if you find the buyer yourself and do not need help with the transaction. If a buyer's agent is involved or you want my help, the options above apply.

Do I have to offer a buyer's agent commission?

No. Since the 2024 NAR settlement, sellers are not required to offer compensation to a buyer's agent, and any compensation is negotiable.

Can I sell my home by owner in Alaska?

Yes. You will still need a purchase agreement, the required Alaska transfer disclosure and a title company to close.

LET'S TALK

Want to talk through your FSBO options?

Call or text me for a free pricing consult and a walk through of the FSBO plan. Terms are always confirmed in a written listing agreement.



Lorrie Seward

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A lifelong Alaskan since age two with more than ten years in Alaska real estate. RealTrends Verified Top Agent, ranked #4 in Anchorage by transactions based on 2025 sales data. Anchorage Daily News Best of Alaska Real Estate Professional, four years. Real Broker Elite Agent, four years. Featured on HGTV House Hunters: Grand Alaska.

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MORE FREE RESOURCES

FSBO plan | Net calculator | Selling costs

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