

HFSBO.net

# Where To Advertise A Home For Sale By Owner

A Sellers Guide

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# How To Sell A Home By Owner

1. Introduction
2. FSBO advertising VS. paying Agent Fees
3. Places to advertise and their importance.
4. Additional Resources

There are only a handful of websites where you must be advertising to make the most of your home selling efforts. You will find the resources I have used to sell 2 homes online, without an agent.

This booklet is intended to be a top resource for anyone wanting to save big bucks selling a home by owner. You will find the top online resources and information needed to get your properties listing in front of the largest amount of people seeking homes online.

When I first began the task of selling my home without an agent, I really had no idea where to start, so I spent weeks asking in forums, conducting extensive Internet research from the search engines like Google, Bing and Yahoo. What I found is no one seems to know very much about selling a home by owner. My best guess is because there is no money to be made by an agent, either they are attempting to keep this information a secret or there are not many places to advertise.

Our research provided below was based on Alexa rankings, Google search engine placement based upon keywords users are searching and personal experience.

On average, a real estate agents fee is going to be 6%. Though this percentage is suppose to be negotiable by law, most agents and sellers/buyers accept this as a standard for residential properties. 3% to the listing agent (your agent) and 3% to the buyers agent.

Here is a quick look at potential savings by selling by owner:

Home Price	Agent Fees @ 6%
500,000	\$30,000
400,000	\$24,000
300,000	\$18,000
200,000	\$12,000
150,000	\$9,000
100,000	\$6,000

As you can see, the savings are significant and well worth the effort to rid yourself of an agent completely.

However, to increase the number of eyeballs visiting your home for sale by owner listing, you need to be listed on the high traffic sites like Realtor.com. The bad news is you cannot list your home directly with Realtor.com unless you have a Realtor place your listing there. The good news is there is a way to get your home listed in Realtor.com and your local MLS and save yourself ½ or more in commission fees. It's called Flat Fee Listing where you pay a flat sum for a real estate agent in your area place the ad for you, but will NEVER charge a commission on the sales price of the home. That's right! You pay a one time fee, and then no matter how much your home sells for, you do not owe a listing agent's commission.

However, like most things which sound too good to be true, this one has a catch. Though you may get your home listed on Realtor.com and in your local MLS, it is unlikely real estate agents in your area are going to show your home unless you offer them a commission to do so. Typically, this is around 2.5 to 3% of the sales price.

**YOU WILL NEED TO PAY A COMMISSION IF YOU WANT YOUR LOCAL MLS (Multiple Listing Service) TO WORK FOR YOU**

The good news in this catch is you get your home listed in the same resource (your local MLS) which ALL Realtors and real estate agents use to find listings of homes for sale in your area. This is NOT a separate system for those listing by Flat Fee. In fact, the listing looks the same as any other listing and real estate agents will have no idea how much you paid for the listing.

The other good news is you STILL SAVE MONEY!

Rather than paying the typical 6% commission, 3% to listing agent and 3% to buyers agent, you will only be required to pay as little as you desire to lost for.

Let's take another look at your savings if you do not have to pay a listing agent commission, and agree to pay the buyers agent 3%.

Home Price	Buyers Agent Fees @ 3%	You Save
500,000	\$15,000	\$15,000
400,000	\$12,000	\$12,000
300,000	\$9,000	\$9,000
200,000	\$6,000	\$6,000
150,000	\$4,500	\$4,500
100,000	\$3,000	\$3,000

[ForSaleByOwner.com](http://ForSaleByOwner.com) has a neat tool for calculating your savings if you are looking for specific figures.

There are many sites claiming to be "#1" most visited site for sale by owners, but from my experience, there are only a handful which merit much attention. In my opinion, the numbers speak for themselves and Alexa.com is the most reliable source available online to determine the amount of traffic any particular site may receive.

**ABOUT ALEXA:** - Alexa has built an unparalleled database of information about sites that includes statistics, related links and more. All of this information can be found on Alexa's Overview pages, Traffic Detail pages and Related Links pages. Founded in April 1996, Alexa Internet grew out of a vision of Web navigation that is intelligent and constantly improving with the participation of its users. Along the way Alexa has developed an installed base of millions of toolbars, one of the largest Web crawls and an infrastructure to process and serve massive amounts of data.

**You will find Alexa rankings for each recommended site listed below.**

The sites listed below are listed in order of my experience of importance for getting a listing on their site and the amount of exposure they provide. Note: Some of these sites have fees in order to list. If you are on a limited budget, my suggestion is to start posting ads from the top suggested sites and work your way down as funds become available.

Bottom line, if you want to get serious about getting the most eyeballs to your listing, you must be listed on Realtor.com and the MLS. Many of the packages below supply these options which are normally only available to real estate agents. You cannot list directly with these services and must use a third party as shown below.

## Site #1



[Owners.com](http://Owners.com) – This is an excellent resource for getting your home into the MLS (Multiple Listing Service). This is the same MLS real estate agents use to find available properties in your area. You will also get your listing to appear on Realtor.com. Keep in mind, when using a service like Owners.com and listing in the MLS, you will likely need to pay a commission to the buyers agent. The savings when using a service like this is you are saving 3% on the listing agents price. If you are willing to do your own negotiation, this may be a viable and cash saving route, while at the same time getting your homes listings in front of the most eyes possible for your area.

**Owners.com** [Alexa Rank](#)

### Benefits:

1. Free Listings available
2. Paid listings available to avoid having to relist. This fee is good until home is sold.
3. Has a package which allows you to list in your local MLS for highest traffic.
4. Has a package where you have an agent represent you for a flat fee. This is the best option if you have concerns about negotiating the sales price and desire representation at the closing. This is their most expensive option, however, for a **FLAT FEE** (as opposed to 3% of closing price),

you save big money and get the best of both worlds. You get a Flat Fee MLS listing, professional contract review and a home valuation analysis all into one discounted package. These are the same core tools a full-commission agent would use to help you sell your home.

5. Real estate contract forms available as part of paid package for you to fill out on your own.

## Site #2



[ForSaleByOwner.com](http://ForSaleByOwner.com) – Excellent resource for sellers. Unfortunately, they do not have a free listing option, but their current traffic necessitates having a listing here.

[ForSaleByOwner.com](http://ForSaleByOwner.com) [Alexa Rank](#)

### Benefits:

1. One of the most visited for sale by owner sites.
2. Has many helpful tools for use of sellers by owner.
3. Optional one time fee lists home until sold.
4. Voicemail System so potential buyers may contact you and get more recorded info.
5. Optional MLS and Realtor.com listing.

## Site #3



[LakeHouse.com](http://LakeHouse.com) – If you own a Lake property and desire to sell, I have found this to be one of, if not the most traffic grabbing sites available. I have personally placed 5 ads on this site and almost immediately begin receiving traffic.

[LakeHouse.com](http://LakeHouse.com) [Alexa Rank](#)

## Benefits:

1. One time charge lists home for 6 months.
2. Perfect website for lake home owners with lots of traffic.
3. Ad searchable by ID number
4. Users can call a toll free number for audio listing information setup by you via phone.

## Site #4



[Craigslist.org](http://Craigslist.org) – One of the most visited sites in the world and has free listings so this is a no brainer. I recommend you always include a photo with your ad and when writing your ad, include a link to one of your postings online which provides tracking ability so you can see how many visitors you have.

When placing an ad on Craigslist, keep in mind listings are searchable by keyword. Be sure to include the terms in your title and description which are related for your listing. Include city names, neighborhood names, etc., to ensure the highest amount of traffic. This is also helpful for getting your listing in search engine results, as Google appears to love the latest listings on Craigslist.

Lastly, I like to update my listing every few days to keep my listing near the top of the search results. Craigslist does not particularly like this behavior and their terms of use say you should not resubmit ads just for this purpose. If you plan to resubmit your ad in advance of the 30 day expiration of your ad, you might consider opening a new account with Craigslist which you would not mind losing just in case they close the account down. I have never had this happen, but I suppose it is possible if there are enough complaints.

[Craigslist.org](http://Craigslist.org) [Alexa Rank](#)

## Benefits:

1. Listings are absolutely free.
2. When ads are constructed correctly with keyword terms, Google may supply additional links in the natural search results with your ad.

## Site #5



[BackPage.com](http://BackPage.com) – This site is not available in all areas, but for most major cities, this is an invaluable free resource. Though you can place a free listing, I recommend you purchase the ability to have your listing moved up in the rankings every few days automatically. This reduces the amount of time you have to keep re-submitting your ad and keeps your listing on the top page. You also have the option to place your listing as a highlighted ad on the right hand side of the page.

Backpage.com [Alexa Rank](#)

1. Free listings available.
2. Lots of traffic from local areas served.
3. Paid feature to have your ad moved to the top of listings automatically at set intervals.
4. Paid “featured listing” which appears on right hand side of main page for area selected.

## Site #6



[Zillow.com](http://Zillow.com) – This is a great resource for not only getting your home listed, but also to conduct research of how much your property may be worth. They call it a “zestimate” and you should definitely take many more considerations into factor before accepting this as the gospel bottom line price. However, it should give you a pretty good idea if you compare comparable homes in your area.

Zillow.com [Alexa rank](#)

## Benefits:

1. One of the most visited real estate websites online.
2. Ability to get a “zestimate” of your homes value.
3. Paid listings for “featured property” available.

## Site #7



[Yahoo Real Estate](#) – Yahoo is a good site to list on, however, listings are only available for 20 days and in comparison to other sites which provide similar traffic, the cost is a bit hefty. I would suggest using this site sparingly.

You will need to have a [Yahoo email address](#) to place a listing. This is free and easy to setup.

Yahoo Real Estate [Alexa rank](#)

## Benefits:

1. One of the highest traffic real estate sites online.
2. Maximum exposure, but short amount of time ad is displayed.

## Other Resources:

Know that you know where to advertise, there are several critical things you must know to ensure you are pricing your home correctly, when to sell, how to get the best price and more. See this [For Sale By owner Guide](#) for more information.



[eSaleByowner.com](http://eSaleByowner.com) – This is a site I setup op for users like myself wanting more places to advertise their home for sale. Free listings while they last. 😊

Less important sites to consider yet rank well in search engines for those seeking “homes for sale by owner”:

[sellyourhome.com](http://sellyourhome.com)

[homesbyowner.com](http://homesbyowner.com)

[fsbo.com](http://fsbo.com)

Note: resources listed in the publication may contain affiliate partner links which we make a commission for every product purchased. The affiliate relationship did not affect our order of listing priority in any way.