

## **FSBO Websites Provide Valid (and Not-So-Valid) Insights for Charlottesville House Hunters**

It's illuminating to visit For Sale by Owner websites from time to time to see if there are any new insights to be gleaned. True, as a licensed Charlottesville REALTOR<sup>®</sup>, I'm not likely to learn much new when it comes to selling Charlottesville homes—but that's not the motivation. Call it 'opposition research:' the reason is to uncover any areas where the services I provide aren't superior to what a do-it-yourselfer can come up with on their own.

Here are some takeaways from the FSBO sites Google recently presented as the most frequently consulted sites. I've included my opinion about the pronouncements—either valid or less than valid:

Valid: *Valuing your house is an important step toward FSBO success.* Absolutely true, if "valuing your house" means incorporating the latest Charlottesville comparable sales adjusted for the features that make your property unique.

Valid but irrelevant: *Your lender will more likely sell your mortgage to another bank, sometimes within the first 72 hours.* Although this is sometimes true, it has nothing to do with anything a potential Charlottesville FSBO owner needs to worry about.

Valid: *"This should be no cause for alarm."* The reason why the above pronouncement about mortgage lenders' procedures is a non-issue.

Less valid: "[name of an online service] *is a free tool that instantly estimates your home's value...*" As has been shown time and again, automated systems (even the top 3 national ones) can come up with wacky valuations—it's why they ask homeowners for corrections. Compiling a carefully researched, up-to-the-minute comparable presentation is only one part of what you can expect from any licensed REALTOR. Both are free.

Less valid: *Whether you list your home with an agent...or sell your house on your own, it is going to involve considerable effort on your part.* More candid would be pointing out that the considerable marketing, advertising, and negotiating activities in addition to timely compliance with all legal and financial deadlines are parts of the considerable effort that your Charlottesville agent undertakes for non-FSBO sellers.

Valid: *Another pricing [tactic]...is calling a real estate agent for a Comparative Market Analysis...the agent's point of view could be valuable.* I couldn't agree more!

Charlottesville FSBO properties are commonly passed up by serious-minded house hunters wishing to avoid non-professionals in such a major transaction. Since those are the prospects sellers should try hardest to attract, that's one point you never find on any FSBO web site.

In case you've been toying with the For Sale by Owner idea, I hope you'll first give me a call for a no-obligation discussion of your property and goals—and what makes the most sense for you!



**kw** | **charlottesville**

**SETH BATTON**

REALTOR, ABR®, e-PRO®, GREEN®

Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living. Being GREEN® is more than just the resource efficiency of your home. It's a lifestyle choice! Let's discuss how to minimize your carbon footprint in everyday life by simplifying your daily commute, decreasing your household energy costs, and boosting the efficiency and sustainability of your daily routine!

I'm an Accredited Buyer's Representative (ABR®) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

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