

Charlottesville Real Estate Agents Cheer *Wall St. Journal* Exposé

Charlottesville real estate agents who happened upon last week's *Wall Street Journal* feature might have been jolted by the headline, "**How to Sell Your Home Without a Real-Estate Agent.**" Why would *the Journal*—one of the most sophisticated observers of today's business realities—possibly want to lead readers down the FSBO (For Sale by Owner) path? Don't actual market results point to the opposite approach?

As it turned out, the shock turned out to be only headline deep. What seemed to be a how-to for homeowners intent on doing without the services of a REALTOR® quickly proved to be the opposite. Charlottesville readers who read on discovered the article was more like a how-not-to advisory for Charlottesville sellers. Among the key points:

- Only 8% of all homes marketed last year were FSBOs.
- Real estate agents know best how to make the most of their huge selling edge: the cooperative use of the Multiple Listing Service: "*Without use of the MLS, solo sellers have a tough time marketing their homes.*"
- If FSBO sellers shell out for a service that lets them list in the MLS, any advantage is halved because they have to agree to pay the selling agent's commission, typically 3%.
- Lacking the resources of professional offices, "*another hurdle is ensuring that a buyer has sufficient cash*" to pay for a house.
- Even if they build a website for their property, FSBOs face an uphill battle when it comes to effective use of search engine optimization and social media tools.
- The *coup de grace* is the bottom line. In 2017, even after factoring the commission, agent-assisted sales netted a median \$45,000 more!

Since most FSBOs hope to avoid paying "the typical 6% commission," it's not surprising that, as one self-help service admitted, 70% of sellers who started out as FSBOs "ultimately hired a full-service real-estate agent to sell the house."

So why did the *Journal* choose that headline for an article that goes into such detail about the pitfalls of selling your home yourself? It's anyone's guess—but I'd go with shock value. For the 92% of sellers who decide to hire a professional, it certainly would get attention. Speaking as one of Charlottesville's experienced real estate agents, I'm pleased that they did: it showcased many excellent reasons to give me a call!



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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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