List It Yourself
LISTITYOURSELF.NET

A FSBO SELF-AUDIT

10 Mistakes to Avoid When You Sell Yourself

The most common ways for-sale-by-owner sellers trip up — and a quick check to make sure you don't.
From a licensed broker with 40+ years of experience.

The sellers who struggle almost never fail for lack of effort — they fail because they didn't know what they didn't know. Every mistake here is avoidable once you see it coming. **Check the ones you've already handled.**

Before you list

- ☐ **1. Overpricing** — I'm pricing on real market data, not emotion or hope.
- ☐ **2. Letting emotions drive** — I'm treating this as a sale, not a personal verdict.
- ☐ **3. Poor presentation** — my home is decluttered, clean, and well-photographed.
- ☐ **4. Weak marketing** — I have a plan to get my home in front of many buyers.

During the process

- ☐ **5. Paperwork gaps** — I understand the documents, or I'll use an attorney.
- ☐ **6. Poor disclosure** — I'll be honest about known material defects.
- ☐ **7. Being unresponsive** — I'll answer inquiries and showing requests quickly.
- ☐ **8. Weak negotiation** — I know my priorities and that countering is normal.

Protecting yourself

- ☐ **9. Not screening buyers** — I'll confirm a buyer can actually close (pre-approval).
- ☐ **10. Neglecting safety** — I'll screen prospects, avoid showing alone, and secure valuables.

> **The encouraging truth:** you don't need to be a real estate professional to sell your home well. You need to price accurately, prepare thoroughly, stay honest and responsive, negotiate smartly, and protect yourself — while knowing when to bring in help. Avoid these, and you're already ahead of most sellers.