

FSBO Marketing Methods and Problem Areas

<i>FSBO Method Used To Sell Home</i>	<i>Percentage of Respondents</i>
<i>Yard sign</i>	<i>44%</i>
<i>Friends/neighbors/relatives</i>	<i>38</i>
<i>Newspaper advertisement</i>	<i>31</i>
<i>Open house</i>	<i>17</i>
<i>Internet</i>	<i>8</i>
<i>FSBO magazine</i>	<i>3</i>
<i>Direct mail</i>	<i>2</i>
<i>Other</i>	<i>15</i>

<i>FSBO Problem Areas</i>	<i>Percentage of Respondents</i>
<i>Understanding and performing paperwork</i>	<i>20%</i>
<i>Getting the right price</i>	<i>9</i>
<i>Helping buyer obtain financing</i>	<i>5</i>
<i>Attracting potential buyers</i>	<i>5</i>
<i>Selling within the length of time planned on</i>	<i>3</i>
<i>Having enough time to devote to all aspects of the sale</i>	<i>3</i>
<i>Arranging for appraisers, etc.</i>	<i>2</i>
<i>Making appointments to show home</i>	<i>1</i>
<i>Holding open house</i>	<i>1</i>
<i>Other</i>	<i>15</i>