

## FOR SALE BY OWNERS SELLERS

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FOR SALE BY OWNERS SELLERS

Exhibit 8-1

**FSBO AND AGENT-ASSISTED SALES, BY LOCATION**

*(Percentage Distribution)*

**New Hampshire**

SELLERS WHO SOLD A HOME IN A

	All Sellers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
<b>For-sale-by-owner (FSBO)</b>	5%	3%	4%	*	9%	*
Seller knew buyer	1	3	*	*	*	*
Seller did not know buyer	3	*	4	*	9	*
<b>Agent-assisted</b>	94	97	92	100	91	100
<b>Other</b>	1	*	4	*	*	*

**U.S.**

SELLERS WHO SOLD A HOME IN A

	All Sellers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
<b>For-sale-by-owner (FSBO)</b>	9%	8%	14%	9%	9%	14%
Seller knew buyer	4	3	8	4	7	6
Seller did not know buyer	5	5	6	5	2	8
<b>Agent-assisted</b>	88	90	84	88	89	86
<b>Other</b>	2	3	2	3	2	*

\* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-2  
**FSBO AND AGENT-ASSISTED SALES, 2003-2014**  
*(Percentage Distribution)*

**New Hampshire**

	2014
All FSBO (For-sale-by-owner)	5%
Seller knew buyer	1
Seller did not know buyer	3
Agent-assisted	94
Other	1

**U.S.**

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
All FSBO (For-sale-by-owner)	14%	14%	13%	12%	12%	13%	11%	9%	10%	9%	9%	9%
Seller knew buyer	5	5	5	5	5	6	5	5	4	3	4	4
Seller did not know buyer	9	10	8	7	7	7	6	5	6	6	6	5
Agent-assisted	83	82	85	84	85	84	85	88	87	88	88	88
Other	4	4	2	3	3	3	4	3	3	2	3	2

FOR SALE BY OWNERS SELLERS

Exhibit 8-3

**CHARACTERISTICS OF FSBO AND AGENT-ASSISTED SELLERS**

**New Hampshire**

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median age	49	46	36	#N/A	49	49	#N/A
Median income (2013)	\$117,200	\$112,500	\$30,000	\$52,500	\$118,200	\$118,200	\$74,800
<b>Household composition</b>							
Married couple	74%	75%	*	100%	74%	74%	*
Single female	10	25	100	*	10	10	*
Single male	7	*	*	*	7	7	*
Unmarried couple	9	*	*	*	10	10	*
Other	*	*	*	*	*	*	*

**U.S.**

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median age	54	54	49	58	55	55	49
Median income (2013)	\$96,700	\$97,600	\$93,500	\$101,100	\$97,300	\$97,300	\$107,200
<b>Household composition</b>							
Married couple	74%	77%	76%	79%	74%	75%	64%
Single female	14	13	17	9	14	14	17
Single male	7	7	5	7	7	7	10
Unmarried couple	4	1	2	2	4	4	10
Other	1	2	*	3	1	1	*

\* Less than 1 percent

## FOR SALE BY OWNERS SELLERS

Exhibit 8-4

### TYPE OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

## New Hampshire

	All Sellers	FSBO		Agent-Assisted	
		All FSBO	Seller Knew Buyer		Seller did not Know Buyer
Detached single-family home	79%	75%	*	100%	79%
Townhouse/row house	7	*	*	*	7
Duplex/apartment/condo in 2 to 4 unit building	3	*	*	*	4
Apartment/condo in a building with 5 or more units	5	25	100	*	4
Mobile/manufactured home	5	*	*	*	5
Other	2	*	*	*	2

\* Less than 1 percent

## U.S.

	All Sellers	FSBO		Agent-Assisted	
		All FSBO	Seller Knew Buyer		Seller did not Know Buyer
Detached single-family home	81%	76%	81%	74%	82%
Townhouse/row house	6	3	3	3	7
Duplex/apartment/condo in 2 to 4 unit building	2	1	*	3	2
Apartment/condo in a building with 5 or more units	5	7	6	6	5
Mobile/manufactured home	3	9	7	12	2
Other	3	4	4	4	3

## FOR SALE BY OWNERS SELLERS

Exhibit 8-5

### LOCATION OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

## New Hampshire

	All Sellers	FSBO		Agent-Assisted
		All FSBO	Seller Knew Buyer Seller did not Know Buyer	
Suburb/Subdivision	35%	25%	100% *	36%
Small town	30	25	* 33	29
Urban area/Central city	9	*	* *	10
Rural area	25	50	* 67	24
Resort/Recreation area	1	*	* *	1

\* Less than 1 percent

## U.S.

	All Sellers	FSBO		Agent-Assisted
		All FSBO	Seller Knew Buyer Seller did not Know Buyer	
Suburb/Subdivision	53%	44%	34% 54%	54%
Small town	14	14	14 13	14
Urban area/Central city	17	25	28 23	16
Rural area	14	13	21 6	14
Resort/Recreation area	3	4	3 4	3

\* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-6

**SELLING PRICE, FSBO AND AGENT-ASSISTED SELLERS**

(Percentage Distribution)

**New Hampshire**

	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median selling price	\$270,000	\$380,500	\$117,000	#N/A	\$265,000	\$265,000	#N/A
Lowest selling price	\$32,500	\$117,000	\$117,000	#N/A	\$32,500	\$32,500	#N/A
Highest selling price	\$1,060,000	\$660,000	\$117,000	#N/A	\$1,060,000	\$1,060,000	#N/A
Sample size	88	4	1	#N/A	83	83	#N/A
<b>Sales price compared with asking price:</b>							
Less than 90%	11%	*	*	*	12%	12%	*
90% to 94%	16	25	*	33	16	16	*
95% to 99%	44	50	100	33	45	45	*
100%	21	25	*	33	21	21	*
101% to 110%	8	*	*	*	7	7	*
More than 110%	*	*	*	*	*	*	*
Median (sales price as a percent of asking price)	96%	98%	98%	#N/A	96%	96%	#N/A
<b>Number of times asking price was reduced:</b>							
None	57%	100%	100%	100%	55%	55%	*
One	23	*	*	*	24	24	*
Two	12	*	*	*	12	12	*
Three	5	*	*	*	5	5	*
Four or more	4	*	*	*	4	4	*

CAUTIONARY NOTE: Small sample sizes in some cases do not allow statistically robust results to be obtained. Please use caution when interpreting the results in cases where sample sizes are small.

**U.S.**

	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median selling price	\$230,200	\$208,700	\$206,800	\$209,900	\$235,000	\$235,000	\$222,900
<b>Sales price compared with asking price:</b>							
Less than 90%	11%	15%	17%	15%	10%	10%	28%
90% to 94%	17	8	7	10	18	18	18
95% to 99%	40	37	23	51	40	41	23
100%	22	34	46	22	20	20	28
101% to 110%	9	3	5	1	10	10	*
More than 110%	2	2	3	2	2	2	3
Median (sales price as a percent of asking price)	97%	98%	100%	97%	97%	97%	95%
<b>Number of times asking price was reduced:</b>							
None	55%	64%	69%	59%	54%	54%	44%
One	25	24	23	26	26	26	18
Two	11	4	5	3	12	12	13
Three	5	6	3	10	5	5	5
Four or more	4	2	*	2	3	3	20

\* Less than 1 percent

N/A- Not Available



FOR SALE BY OWNERS SELLERS

Exhibit 8-7

**HOW FSBO SELLER DETERMINED ASKING PRICE OF HOME SOLD**

*(Percent of Respondents)*

**New Hampshire**

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Recent home sold in area	33%	100%	*
Agent presentation-who seller did not use to sell home	*	*	*
Profit seller needed from sale	*	*	*
Attending open houses in area/viewing homes for sale online	33	*	50
Online home evaluation tool	33	*	50
To cover what was owed on home	*	*	*
Other	*	*	*

**U.S.**

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Recent home sold in area	50%	39%	61%
Agent presentation-who seller did not use to sell home	23	34	13
Profit seller needed from sale	21	22	19
Attending open houses in area/viewing homes for sale online	16	11	20
Online home evaluation tool	16	17	16
To cover what was owed on home	9	14	4
Other	3	2	5

FOR SALE BY OWNERS SELLERS

Exhibit 8-8

**TIME ON THE MARKET, FSBO AND AGENT-ASSISTED SELLERS**

(Percentage Distribution)

**New Hampshire**

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Less than 1 week	8%	33%	100%	*	7%	7%	*
1 to 2 weeks	23	*	*	*	24	24	*
3 to 4 weeks	15	*	*	*	16	16	*
5 to 6 weeks	7	33	*	50	6	6	*
7 to 8 weeks	2	*	*	*	2	2	*
9 to 10 weeks	7	*	*	*	7	7	*
11 to 12 weeks	7	*	*	*	7	7	*
13 to 16 weeks	9	33	*	50	7	7	*
17 to 24 weeks	7	*	*	*	7	7	*
25 to 36 weeks	5	*	*	*	5	5	*
37 to 52 weeks	5	*	*	*	5	5	*
53 or more weeks	5	*	*	*	5	5	*
Median weeks	6	6	*	#N/A	6	6	#N/A

\* Less than 1 percent

N/A- Not Available

**U.S.**

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Less than 1 week	6%	17%	30%	4%	5%	5%	*
1 to 2 weeks	33	37	35	39	32	33	20
3 to 4 weeks	12	11	11	11	13	13	*
5 to 6 weeks	7	5	3	7	7	7	*
7 to 8 weeks	6	6	5	7	6	6	2
9 to 10 weeks	4	2	*	3	5	5	10
11 to 12 weeks	7	8	6	9	7	7	7
13 to 16 weeks	5	1	3	*	5	5	7
17 to 24 weeks	6	2	*	4	6	6	20
25 to 36 weeks	6	5	3	8	6	6	12
37 to 52 weeks	4	4	5	3	4	4	10
53 or more weeks	4	2	*	4	4	4	12
Median weeks	4	2	1	4	5	4	20

\* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-9

**SELLER URGENCY, FSBO AND AGENT-ASSISTED SELLERS**

(Percentage Distribution)

**New Hampshire**

Sellers needed to sell:	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Very urgently	11%	*	*	*	11%	11%	*
Somewhat urgently	49	25	100	*	51	51	*
Not urgently	39	75	*	100	38	38	*

\* Less than 1 percent

N/A- Not Available

**U.S.**

Sellers needed to sell:	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Very urgently	16%	20%	22%	19%	15%	14%	22%
Somewhat urgently	40	35	45	26	40	40	54
Not urgently	45	44	34	55	45	45	24

FOR SALE BY OWNERS SELLERS

Exhibit 8-10

**INCENTIVES OFFERED TO ATTRACT BUYERS, FSBO AND AGENT-ASSISTED SELLERS**

(Percent of Respondents)

**New Hampshire**

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
None	65%	75%	100%	67%	66%	66%	*
Home warranty policies	6	*	*	*	6	6	*
Assistance with closing costs	18	*	*	*	18	18	*
Credit toward remodeling or repairs	9	25	*	33	8	8	*
Other incentives, such as a car, flat screen TV, etc.	1	*	*	*	1	1	*
Other	2	*	*	*	2	2	*

\* Less than 1 percent

**U.S.**

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
No	64%	73%	73%	74%	62%	62%	63%
Home warranty policies	19	9	8	10	20	20	10
Assistance with closing costs	18	15	17	13	19	18	24
Credit toward remodeling or repairs	6	4	4	5	6	6	10
Other incentives, such as a car, flat screen TV, etc.	4	3	*	5	4	4	*
Assistance with condo association fees	1	*	*	1	1	1	10
Other	3	3	5	3	2	2	12

\* Less than 1 percent

## FOR SALE BY OWNERS SELLERS

Exhibit 8-11

### **MOST IMPORTANT REASON FOR SELLING HOME AS FSBO**

*(Percentage Distribution)*

## **New Hampshire**

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Did not want to pay a commission or fee	67%	*	100%
Sold it to a relative, friend or neighbor	*	*	*
Buyers contacted seller directly	33	100	*
Did not want to deal with an agent	*	*	*
Agent was unable to sell home	*	*	*
Seller has real estate license	*	*	*
Could not find an agent to handle transaction	*	*	*
Other	*	*	*

\* Less than 1 percent

## **U.S.**

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Did not want to pay a commission or fee	47%	33%	61%
Sold it to a relative, friend or neighbor	24	45	3
Buyers contacted seller directly	15	15	15
Did not want to deal with an agent	8	2	15
Agent was unable to sell home	4	3	6
Seller has real estate license	1	1	*
Could not find an agent to handle transaction	1	1	*
Other	1	1	*

\* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-12

**SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MARKET**

(Percentage Distribution)

**New Hampshire**

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Yes, and lived in home	23%	23%	*	33%	23%	23%	*
Yes, but rented home to others and lived elsewhere	*	*	*	*	*	*	*
No, sold home when I wanted to sell	77	77	100	67	77	77	*

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Yes, and lived in home	16%	13%	16%	12%	16%	15%	36%
Yes, but rented home to others and lived elsewhere	1	3	4	1	1	1	*
No, sold home when I wanted to sell	83	84	80	88	83	83	64

**ORTGAGE**

FOR SALE BY OWNERS SELLERS

Exhibit 8-13

**METHOD USED BY FSBO SELLERS TO MARKET HOME**

(Percent of Respondents)

**New Hampshire**

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Yard sign	*	*	*
For-sale-by-owner Web site	*	*	*
Social networking Web sites	*	*	*
Multiple Listing Service (MLS) website	*	*	*
Open house	*	*	*
Online classified ads	*	*	*
Third party aggregator	*	*	*
Friends, relatives, or neighbors	*	*	*
Newspaper website	*	*	*
Other Web sites with real estate listings	*	*	*
Print newspaper advertisement	*	*	*
Realtor.com	*	*	*
For-sale-by-owner magazine	*	*	*
Direct mail (flyers, postcards, etc)	*	*	*
Video	*	*	*
Television	*	*	*
Video hosting Web sites	*	*	*
None - Did not actively market home	*	100	*
Other	*	*	*

**U.S.**

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Yard sign	30%	15%	45%
For-sale-by-owner Web site	25	7	43
Social networking Web sites	22	20	22
Multiple Listing Service (MLS) website	19	12	27
Open house	18	8	28
Online classified ads	18	8	30
Third party aggregator	15	5	26
Friends, relatives, or neighbors	15	10	20
Newspaper website	9	3	13
Other Web sites with real estate listings	7	*	15
Print newspaper advertisement	6	3	7
Realtor.com	5	*	10
For-sale-by-owner magazine	5	*	10
Direct mail (flyers, postcards, etc)	2	2	*
Video	1	*	2
Television	*	*	*
Video hosting Web sites	*	*	*
None - Did not actively market home	50	72	30
Other	3	5	*



## FOR SALE BY OWNERS SELLERS

Exhibit 8-14

### **MOST DIFFICULT TASK FOR FSBO SELLERS**

*(Percentage of Distribution)*

## **New Hampshire**

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Understanding and performing paperwork	*	*	*
Preparing or fixing up the home for sale	33	*	50
Getting the price right	*	*	*
Selling within the length of time planned	*	*	*
Attracting potential buyers	*	*	*
Having enough time to devote to all aspects of the sale	*	*	*
Helping buyer obtain financing	*	*	*
None/Nothing	33	*	50

\* Less than 1 percent

## **U.S.**

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Getting the price right	15%	18%	13%
Selling within the length of time planned	12	10	13
Preparing or fixing up the home for sale	11	9	14
Understanding and performing paperwork	9	11	6
Having enough time to devote to all aspects of the sale	4	2	6
Helping buyer obtain financing	4	4	5
Attracting potential buyers	3	2	4
Other	3	1	5
None/Nothing	39	44	36

\* Less than 1 percent

FOR SALE BY OWNERS SELLERS

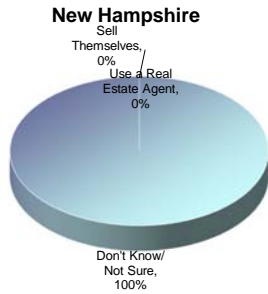
Exhibit 8-15  
**HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME**  
*(Percentage of Distribution)*

**New Hampshire**

**FSBO- Seller Knew Buyer**

<b>Sell Themselves</b>	0%
<b>Use a Real Estate Agent</b>	0%
<b>Don't Know/ Not Sure</b>	100%

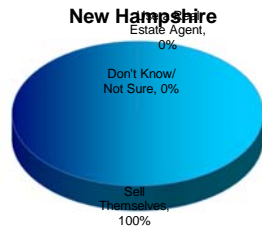
**HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Knew Buyer**  
*(Percentage Distribution)*



**FSBO- Seller Did Not Know Buyer**

<b>Sell Themselves</b>	100%
<b>Use a Real Estate Agent</b>	0%
<b>Don't Know/ Not Sure</b>	0%

**HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Did Not Know Buyer**  
*(Percentage Distribution)*



FOR SALE BY OWNERS SELLERS

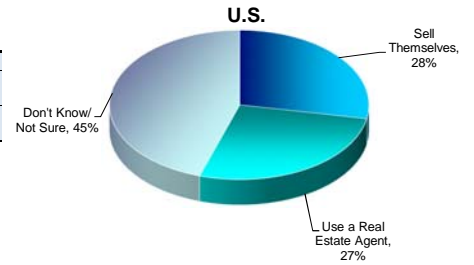
**HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME**  
*(Percentage of Distribution)*

**U.S.**

**FSBO- Seller Knew Buyer**

<b>Sell Themselves</b>	28%
<b>Use a Real Estate Agent</b>	27%
<b>Don't Know/ Not Sure</b>	45%

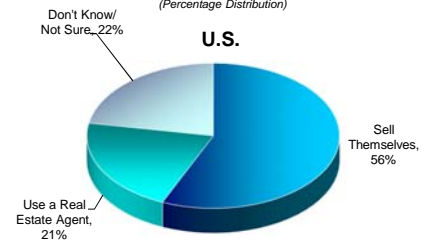
**HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Knew Buyer**  
*(Percentage Distribution)*



**FSBO- Seller Did Not Know Buyer**

<b>Sell Themselves</b>	56%
<b>Use a Real Estate Agent</b>	21%
<b>Don't Know/ Not Sure</b>	22%

**HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Did Not Know Buyer**  
*(Percentage Distribution)*



FOR SALE BY OWNERS SELLERS

Exhibit 8-16  
**FSBO SELLERS SATISFACTION PROCESS OF SELLING HOME**  
 (Percentage of Distribution)

**New Hampshire**

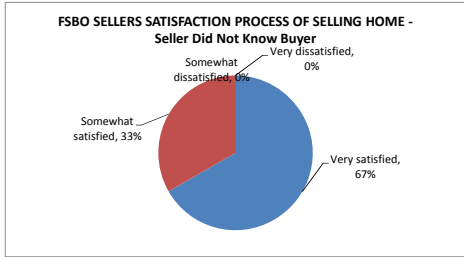
**FSBO- Seller Knew Buyer**

Very satisfied	*
Somewhat satisfied	100%
Somewhat dissatisfied	*
Very dissatisfied	*



**FSBO- Seller Did Not Know Buyer**

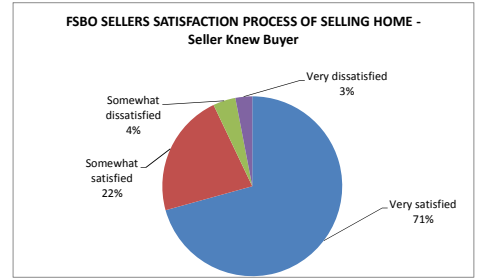
Very satisfied	67%
Somewhat satisfied	33%
Somewhat dissatisfied	*
Very dissatisfied	*



**U.S.**

**FSBO- Seller Knew Buyer**

Very satisfied	70%
Somewhat satisfied	22%
Somewhat dissatisfied	4%
Very dissatisfied	3%



**FSBO- Seller Did Not Know Buyer**

Very satisfied	69%
Somewhat satisfied	25%
Somewhat dissatisfied	3%
Very dissatisfied	3%

