

# What Buyers Actually Think When They See Your FSBO Listing

The Honest Truth About Buyer Psychology

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Buyers don't see your FSBO listing the same way you do. While you're thinking about saving on commission, they're thinking about something completely different. Here's what's actually going through their heads and what you can do about it.

## What Goes Through a Buyer's Mind

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Thought 1: "I bet I can get this for less."

The first thing most buyers think when they see FSBO. Their logic: no agent means the seller is saving money, so there's room to negotiate down. Expect lowball offers. It's not personal, it's just how buyers think about FSBO listings.

Thought 2: "Is this priced right?"

Without an agent running comps, buyers wonder if you pulled the price out of thin air. They'll check Zillow, Redfin, and recent sales in the neighborhood. If your price doesn't line up, they move on fast.

Thought 3: "This is going to be a pain to deal with."

Some buyers (and a lot of buyer's agents) assume FSBO transactions are harder. They worry about slow paperwork, no lockbox for showings, and having to negotiate directly with an emotional seller. Right or wrong, that's the perception.

Thought 4: "What's wrong with the house?"

Some buyers wonder why you didn't hire an agent. Their leap in logic: maybe you know something's wrong and you're trying to save money to offset it. Unfair, but it happens.

Thought 5: "Do they even know what they're doing?"

Buyers worry about getting halfway through the deal and having things fall apart because the seller didn't understand the process. Contracts, timelines, contingencies, attorney review, they wonder if you can keep up.

Thought 6: "My agent isn't going to get paid."

Since the NAR settlement, this is an even bigger factor. If you're not offering buyer agent compensation, some agents will quietly steer their clients elsewhere. The buyer may never even see your listing.

Thought 7: "I don't want to deal with the seller directly."

A lot of buyers feel awkward negotiating face-to-face with the homeowner. They'd rather have agents handle the back and forth. It removes the emotional element.

Thought 8: "Maybe I can take advantage of this situation."

Not every buyer, but some see a FSBO seller and think "easy target." They figure you're less experienced and more likely to accept unfavorable terms. Be ready for this.

## What Buyer's Agents Are Thinking

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### Agent Concern 1: "Am I going to get paid?"

The agent's first concern. If you're not offering compensation, they have to explain to their buyer why there's an extra cost.

### Agent Concern 2: "This is going to be twice the work."

Agents expect more hand-holding in FSBO transactions. More phone calls, more explaining, more chasing down paperwork.

### Agent Concern 3: "I should steer my buyer somewhere easier."

They're not supposed to, but some agents do. If you make the process easy and professional, you reduce this risk significantly.

## How to Address Every One of These Concerns

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**1. Price it right from the start.** Get a comparative market analysis. If you want one from me, just ask. Free, no obligation.

**2. Be responsive.** Answer calls, return texts quickly, be flexible on showings. Speed kills objections.

**3. Have your paperwork together.** Attorney picked? Disclosure ready? Title company lined up? When buyers see you're organized, the "this will be a pain" worry disappears.

**4. Consider offering buyer agent compensation.** Even 2

**5. Get a pre-listing inspection.** This knocks out the "what's wrong with it" question before it starts.

**6. Use a professional listing description and photos.** First impressions matter. If your listing looks professional, buyers assume the transaction will be too.

**7. Let your attorney or a transaction coordinator handle the back and forth.** Takes the emotion out of negotiations and makes the buyer's side more comfortable.

**The reality is that most of these buyer concerns are about perception, not reality. And perception is fixable.**

If you want to talk through how to position your listing so buyers take it seriously, give me a call. I help FSBO sellers all the time, no strings attached.

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