

THE GEORGIA REAL ESTATE ESSENTIALS SERIES

From FSBO to Sold

Why Georgia Homeowners
Hire the Right Agent (Eventually)



**THE CORBIN
REAL ESTATE TEAM**

From FSBO to Sold: Why Georgia Homeowners Hire the Right Agent (Eventually)

Your real-world guide to regrouping, relisting, and getting it right the second time.

By Ron Corbin & Addison Corbin
The Corbin Real Estate Team
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About This Series

The Georgia Real Estate Essentials Series

By The Corbin Real Estate Team – Ron & Addison Corbin

Buying or selling a home in Georgia is a big decision—and for most people, it's the biggest financial move they'll ever make. But too often, the process feels overwhelming, confusing, or just plain frustrating.

That's why we created this book series.

At **The Corbin Real Estate Team**, we've spent years helping Georgia families buy and sell homes with clarity, confidence, and a winning strategy. These books are designed to give you straight answers, practical advice, and a few inside tips—no sales fluff, no confusing jargon.

Each guide in the *Georgia Real Estate Essentials Series* focuses on a specific moment or challenge in your real estate journey. Whether you're buying your first home, prepping for a fast sale, inheriting a property, or recovering from an expired listing, we've got your back.

We wrote these books to:

- Help you make informed, confident real estate decisions
- Show you exactly what to expect at every step
- Share the smart strategies we use every day with our own clients
- And yes—if it feels like a good fit, we'd love the chance to work with you too

This isn't just another real estate guide. It's a Georgia-specific playbook, written by two brokers who live here, work here, and know how to get homes sold in *your* neighborhood.

Let's get to it.

— Ron & Addison Corbin

The Corbin Real Estate Team

Core Real Estate Series – For Every Buyer & Seller

1. **Selling Smart: How to Sell Your Georgia Home Fast & for Top Dollar**
Your complete guide to getting the most for your home—without stress or surprises.
 2. **The Georgia Home Buyer's Handbook: What to Know Before You Buy**
Avoid costly mistakes and buy with confidence in the Peach State.
 3. **Back on the Market: How to Sell Your Georgia Home After It Didn't Sell the First Time**
Learn why your listing expired—and how to get it right the second time around.
 4. **From FSBO to Sold: Why Georgia Homeowners Hire the Right Agent (Eventually)**
The honest truth about going it alone—and what to do when it's not working.
 5. **The Ultimate Guide to Georgia Real Estate: From Search to Sold**
An all-in-one resource for navigating the Georgia market like a pro.
 6. **Smart Moves: How to Time Your Georgia Real Estate Transaction Just Right**
Buy, sell, and relocate with confidence—without the panic, overlap, or missed opportunity.
 7. **The Georgia Land Guide: Buying and Selling Lots, Acreage, and Rural Property the Smart Way**
A practical guide to buying, selling, and evaluating Georgia land—from zoning to perc tests and everything in between.
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Life Events Series – Emotional & Transactional Guidance

8. **Selling Your Georgia Home in a Divorce: A Clear Plan for a Clean Break**
Navigate the legal, emotional, and financial complexities of selling during a split.
 9. **Inherited Property in Georgia: What to Do When You've Inherited a Home**
Probate, prep, pricing, and peace of mind—your guide to selling a home you didn't plan to own.
 10. **Downsizing in Georgia: How to Right-Size Your Life Without the Stress**
Smart steps for selling your current home and moving into a lifestyle that fits.
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Lifestyle-Based Guides

11. **First-Time Buyer in Georgia? Start Here**
Everything a Georgia first-timer needs to know—from financing to keys in hand.
 12. **Your Empty Nest, Your Next Nest: A Georgia Homeowner's Guide**
Guidance for empty nesters ready to sell, relocate, or reimagine their next chapter.
 13. **Relocating to Georgia? A Welcome Guide for Newcomers**
From neighborhoods to contracts—what new residents need to succeed in Georgia.
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Investor & Upscaler Series

14. Real Estate Investing in Georgia: Buy, Rent, Profit

Learn the Georgia-specific rules, risks, and rewards of building your portfolio.

15. Upgrade Without the Overwhelm: Selling & Buying Simultaneously in Georgia

Juggle both transactions like a pro—without losing your sanity or your equity.



Home Prep & Marketing Mini-Guides

16. Stage, Snap, Sell: Prepping Your Georgia Home for a Hot Market

Declutter, stage, and photograph like the pros—for faster, stronger offers.

17. Real Estate Red Flags: What Georgia Buyers Should Watch For

Avoid costly surprises with a keen eye for common listing issues.

18. Your Home's Secret Value: Small Upgrades, Big Return

Budget-friendly improvements that boost appeal and ROI in Georgia markets.



How the Corbin Team is Different - Bonus Titles

19. Behind the Sale: What Georgia Real Estate Agents Really Do for You

A transparent look at how agents earn their keep—and protect your interests.

20. From For Sale to Sold: How We Help Georgia Homeowners Win

Real-world results from the Corbin Team playbook.

21. Our Georgia Real Estate Playbook: How Addison & Ron Get Results

The tools, timelines, and strategies that set our team apart.

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Preface

Why We Wrote This Book

Because You Deserve to Sell Smarter—No Matter How You Started

We've worked with a lot of Georgia homeowners over the years. Some called us before they ever put a sign in the yard. Others reached out after trying to sell on their own. A few came to us months later—tired, frustrated, and ready to give up.

This book is for that last group.

You didn't do anything wrong by trying to sell your home yourself. It makes sense. You want to save money. You believe in your home. You figure, "How hard can it be?"

And to be honest, we admire that mindset.

But what we've seen time and again is this: even the most capable FSBO sellers hit walls they didn't expect—pricing challenges, legal complexity, buyer flakiness, safety concerns, or simply a lack of time to manage it all.

We wrote *From FSBO to Sold* to help you navigate what comes next.

This isn't a scare tactic. It's not a sales pitch. It's a **real-world guide** written by two Georgia brokers who've stepped in after the fact and helped FSBO sellers finally cross the finish line—without drama, without shame, and often with a better result than they expected.

If you've tried to go it alone and are ready for some support—or just want to know what you might be missing—we're here to walk with you.

Let's move forward—together.

— Ron & Addison Corbin

The Corbin Real Estate Team



Chapter 1

The Truth About FSBO in Georgia

Sometimes It Works. Often It Doesn't. And That's Okay.

If you're reading this book, there's a good chance your FSBO journey hasn't gone exactly as planned.

Maybe you posted your home on Zillow.

Maybe you printed flyers and put a sign in the yard.

Maybe you even got a few calls—maybe even an offer or two.

But somewhere along the way, you realized this is a lot more complicated than you expected.

You're not alone.

What the Numbers Say

According to national real estate data:

- Only about **7%** of homes in the U.S. are sold by owner
- Of those, a large number are to friends or family—not strangers
- FSBO homes typically sell for **5–10% less** than agent-listed homes

In Georgia, we see a similar pattern: homeowners try FSBO with high hopes, only to hit a wall when it comes to:

- Attracting enough qualified buyers
- Pricing it correctly for the current market
- Navigating the contracts, timelines, and legal details
- Managing showings, negotiations, and emotions—all at once

Most FSBO sellers **don't fail** because they're not smart or capable.

They fail because they don't know what they don't know—and that's where trouble begins.

The Three Most Common FSBO Outcomes

We see FSBO sellers land in one of three buckets:

1. The Unicorn (Rare but Real)

Everything clicks. You get a great buyer. The deal closes smoothly. You save money and walk away happy.

If that's your story, congrats! (Also... why are you reading this book?)

2. The Slow Fade

You list the home. It gets some attention at first... then silence. Weeks go by. Interest dies down. You lower the price, maybe more than once. Still nothing.

Eventually, the listing goes stale. You're frustrated, confused, and wondering what went wrong.

3. The Stress Spiral

You get attention—but not the kind you expected. Pushy investors. Unqualified buyers. No-shows. Lowball offers. Confusing paperwork. You're suddenly overwhelmed and unsure how to protect yourself.

This is when many FSBO sellers decide it's time for professional help.



Why It's Okay to Change Course

Trying to sell your home yourself isn't the problem.

Staying stuck in a strategy that isn't working is.

The smartest thing you can do is recognize the signs early and make a move that protects your time, energy, and equity. That doesn't mean giving up control. It means getting the **right support** to reach the goal you started with in the first place: a smooth, successful sale.

In the next chapter, we'll talk about one of the trickiest parts of selling your home solo: **setting the right price**—and how emotions, estimates, and guesswork can cost you more than any commission ever would.



Chapter 2

Pricing Without Emotion

Because Zillow Isn't an Appraiser, and Sentiment Isn't a Strategy

Ask most FSBO sellers how they priced their home, and you'll get one of three answers:

- "That's what my neighbor's house sold for."
- "That's what Zillow said it's worth."
- "That's what I need to walk away with."

And while all three of those answers are understandable... none of them are great pricing strategies.

In this chapter, we'll unpack the biggest mistakes FSBO sellers make when it comes to pricing, what buyers *really* think when they see your number, and how to price your home like the professionals do—without a pricing mistake that costs you time, money, and momentum.

“But My Home Is Nicer Than Theirs...”

Of course it is. You've lived in it, loved it, upgraded it, and made memories in it. That makes it *more valuable* to you. But here's the hard truth:

Buyers aren't comparing your home to what you've done—they're comparing it to what else they can buy.

If your neighbor's home sold for \$450K and yours is listed at \$475K, buyers want to know why. If the answer is “I added granite countertops in 2017,” it might not be enough to justify the gap.

Buyers think in trade-offs, not sentimental value. And they're ruthless when they scroll.

The Danger of Overpricing

Overpricing your home doesn't just limit interest—it sends a signal that you're either:

- Unreasonable
- Unmotivated
- Or unaware of the current market

Even if you plan to “come down later,” that tactic can backfire. Once a listing has been on the market for 30+ days without a price adjustment, buyers assume:

- Something is wrong with it
- The seller is difficult
- They can wait you out

Eventually, when you do lower the price, it looks reactive—like you're desperate or chasing the market. Either way, your leverage drops and your days-on-market climbs.

The result? You often end up selling for less than if you had priced it right from the start.

Why Online Estimates Can Mislead You

Sites like Zillow and Redfin offer “Zestimates” and home value tools that feel scientific—but they're really just algorithms. These tools:

- Can't see your finishes, layout, or condition
- Don't know what's happening in your neighborhood *right now*

- Might include distressed sales or investor flips in their math

We've seen homes overpriced by \$50K based on these numbers—and we've seen others *underpriced* because sellers didn't know their local market was heating up.

Online estimates are a starting point—not a pricing tool.



What Professional Pricing Looks Like

Real estate professionals don't guess—we analyze. Here's what we use to price a home effectively:

- **Recently sold comps** (comparable homes in your area, within the last 3–6 months)
- **Current active listings** (your competition)
- **Pending sales** (what buyers are choosing *right now*)
- **Condition and upgrades**
- **Lot size, location, and schools**
- **Market trends and buyer demand in your price range**

We also understand how things like:

- Ending your price at \$499,900 vs. \$500,000
- Listing just before a weekend or major holiday
- Timing your price adjustment proactively

...can all impact how your home performs online and in person.



Emotional Pricing vs. Market-Based Pricing

Here's how you know emotion might be creeping into your price:

- You've said, "I need to clear at least \$X after closing."
- You've said, "It's worth more to *me* because I..."
- You're ignoring agent or buyer feedback about price
- You're waiting for the "right buyer" who will "see the value"

The market isn't personal. It's a reflection of what a qualified buyer is willing to pay right now.

Your goal isn't to sell it to *you*—it's to sell it to *them*.

💡 You Can Still Maximize Value—Just Strategically

Pricing right doesn't mean pricing low. It means:

- Being realistic about what your home would appraise for
- Understanding your competition
- Using staging, presentation, and marketing to build perceived value
- Creating a price point that generates strong interest in the first 10 days

A well-priced home will almost always sell faster and for more—because it attracts *multiple* buyers, not just one.

Coming Up Next: Chapter 3 – Marketing Like a Pro (Without the Budget)

Now that we've priced your home correctly, the next challenge is getting it *seen* by the right buyers. In the next chapter, we'll walk through the real difference between “posting your home online” and **marketing it like a professional**.



EXPOSURE ISN'T JUST EFFORT—IT'S STRATEGY

Chapter 3

Marketing Like a Pro (Without the Budget)

Why Your Sign in the Yard and Facebook Post Aren't Enough

Marketing your home means more than telling people it's for sale—it means *making them want to see it*.

Most FSBO sellers don't have a marketing problem—they have a visibility problem. You might have a great house, priced correctly, with plenty of potential buyers out there. But if the right people don't see it, they won't show up. And if they don't show up, they don't offer.

In this chapter, we'll walk you through why most FSBO marketing falls flat, how professional agents get homes noticed, and what kind of exposure truly moves the needle in Georgia's market.

What Most FSBO Sellers Do (and Why It's Not Enough)

Most sellers start strong:

- Post to Zillow or Facebook Marketplace
- Put a sign in the yard
- Text a few friends and coworkers

- Maybe even print up some flyers

That's a great start—but it's not a strategy. And it's definitely not a system.

Those efforts might bring in:

- Curious neighbors
- Investors looking for a deal
- The occasional buyer... who isn't pre-approved or ready

What's missing is **targeted, consistent exposure** to *qualified* buyers—and that's where professionals shine.



Marketing = Visibility + Psychology

Marketing is more than “sharing the listing.” It's understanding:

- Who your ideal buyer is
- Where they're looking
- What makes your home stand out
- How to package that into a compelling story

Good marketing answers a buyer's silent question:

“Why this home, at this price, right now?”

It creates urgency. It tells a story. It builds emotion. And it delivers that message across multiple channels—not just one.



The FSBO Visibility Gap

Here's what many FSBO sellers don't realize: most buyers are already working with an agent—and that agent is looking for homes in the MLS (Multiple Listing Service), not scrolling Facebook groups.

If your home isn't on the MLS, you're automatically:

- Missing **90%+** of buyers searching through Realtor.com, Zillow, and Redfin
- Invisible to local buyer agents
- Excluded from email alerts that go to serious shoppers every day

You can't get showings if you're not showing up in the right places.

What Real Estate Marketing Actually Includes

Here's what a full-scale marketing plan from a pro agent might include:

- **Professional photography** (not just iPhone pics)
- **Video walkthroughs** and drone footage
- **3D tours** that buyers can explore from anywhere
- **Floorplans** provide a clear and comprehensive overview of the property layout, allowing potential buyers to visualize the space beyond static photos.
- **Listing syndication** to Zillow, Redfin, Realtor.com, etc.
- **MLS exposure** with automated buyer alerts
- **Geo-targeted Facebook and Instagram ads**
- **Email marketing** to other Realtors and buyer databases
- **Custom landing pages** with lead capture
- **Broker networking** and personal outreach to agents with active buyers

It's not about doing all of these. It's about doing the *right* ones for your price point, location, and target buyer.

Can You Do Some of This Yourself?

Absolutely—some FSBO sellers make smart use of:

- Canva or Photoshop for nicer listing images
- Paid Zillow or FSBO.com features
- Facebook ads with geo-targeted boosts
- Free 3D tour apps like Zillow 3D or Matterport
- Local neighborhood groups or Nextdoor

But here's the catch: **DIY marketing takes time, skill, and testing**—and even then, it's hard to match the reach and results that agents with full-time resources can deliver in days.

Why Exposure Beats Effort

You can work hard to sell your home—but if no one sees it, it doesn't matter.

That's why:

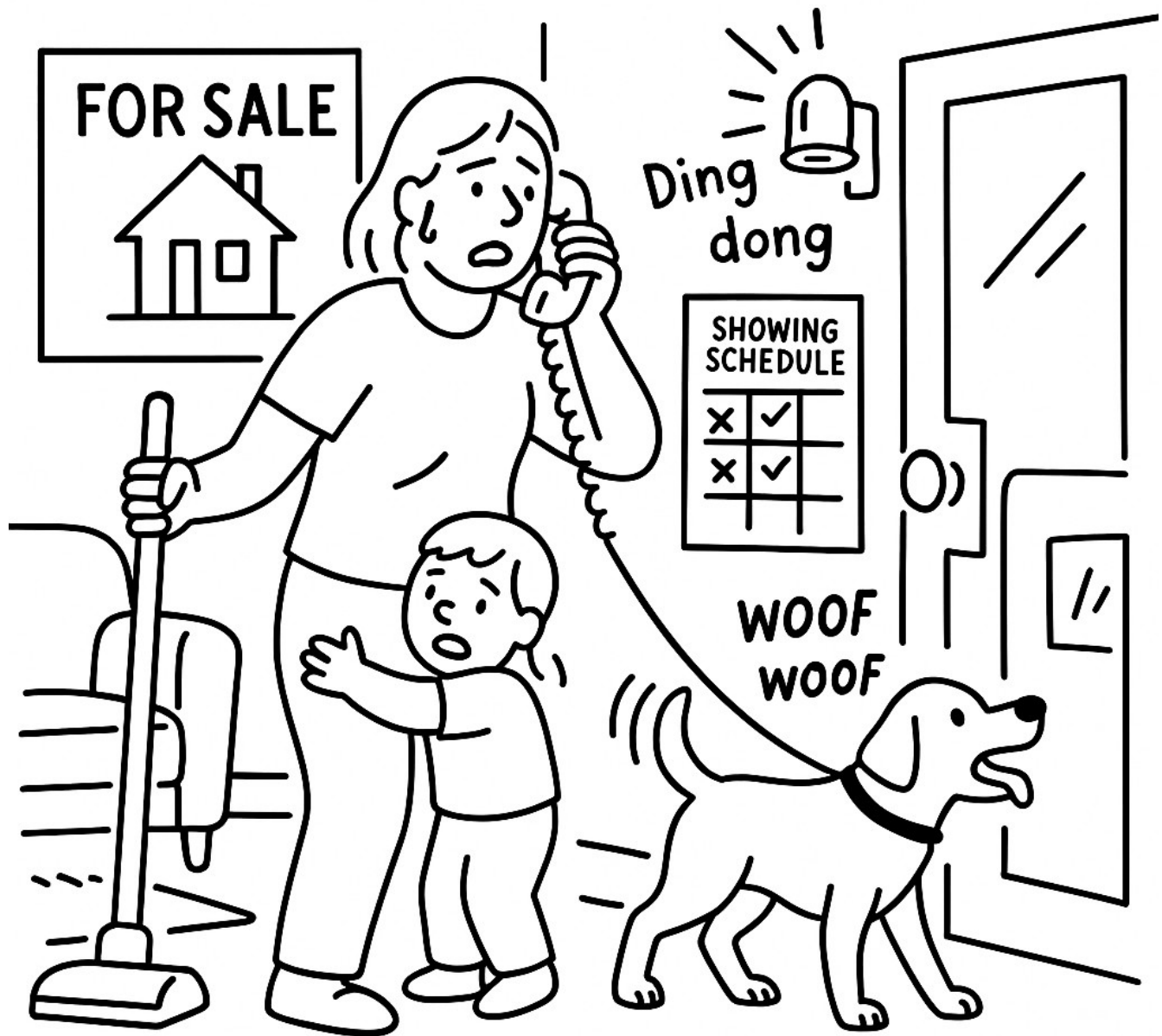
- A home with **good marketing and decent pricing** sells faster than a home with **great pricing and no visibility**.
- The longer your home sits without the right eyeballs, the more you'll have to drop the price—just to re-capture attention.
- Many FSBO sellers who finally get “serious buyers” are shocked by how fast it happens once their home is *truly visible*.

You don't need 100 people to walk through your house.

You need 3–5 serious buyers to compete for it—and good marketing is how you get them to the door.

Coming Up Next: Chapter 4 – Showings, Scheduling, and Staying Safe

Marketing gets buyers in the door—but what happens next can make or break their interest. In the next chapter, we'll cover what it's really like managing showings on your own—and the safety and scheduling surprises most FSBO sellers never see coming.



Chapter 4

Showings, Scheduling, and Staying Safe

When Selling Your Home Becomes a Second Full-Time Job

Let's say your pricing is dialed in. You've gotten a few interested buyers. Maybe the phone is even ringing a little more. Congratulations—now comes the tricky part: managing showings.

If you've ever listed something on Facebook Marketplace and gotten bombarded with "Is this still available?" messages, you already know how chaotic self-managed selling can be. Multiply that by 300K and add in liability concerns, and you've got FSBO showings.

In this chapter, we'll explore the not-so-obvious headaches of handling your own showings—and how to protect your time, sanity, and safety when strangers want to tour your home.

The Logistics Nightmare

Here's what most FSBO sellers don't expect:

- Buyers who want to see the home **in the next 30 minutes**
- No-shows who ghost you after you've cleaned and left the lights on
- Requests for showings at night, early morning, or during dinner
- Agents calling with vague buyers—or just not calling at all
- Repeat showings from the same person... with no follow-up

And unlike agents who have tools (like Supra lockboxes, centralized scheduling software, and teams), you're managing all of this by hand—while living your life.

Living in a “Show-Ready” State

FSBO sellers often tell us, “We can show the house anytime.” But after a week of:

- Constant cleaning
- Shuffling pets or kids out of the house
- Rearranging work calls or weekend plans
- Running home to turn off lights or adjust the thermostat

...that flexibility wears thin.

This is especially tough if you're still living in the home. The mental load of always being “ready to show” can drain even the most motivated DIY seller.

Let's Talk About Safety

Inviting strangers into your home is not without risk. Licensed agents:

- Vet their buyers
- Require pre-approvals
- Use lockbox and ID tracking systems
- Are insured and regulated

As a FSBO, you don't have those safeguards. You may not know:

- Who is walking through your door
- Whether they're qualified to buy
- If they're casing the place
- What they might do when left alone in a room

It's not fearmongering—it's reality (especially today). And it's why many FSBO sellers eventually decide that "saving commission" isn't worth the risk.

What Buyers Think During a FSBO Showing

Here's what most buyers are doing when you give them a tour:

- Holding back criticism so they don't offend you
- Feeling awkward asking questions
- Wondering how flexible you are without an agent
- Looking for leverage (because they assume you're saving on commission)

And here's what you may be doing:

- Overselling details
- Sounding overly emotional or defensive
- Forgetting key selling points or disclosures
- Struggling to stay neutral in negotiation conversations

Even with the best of intentions, FSBO showings can feel uncomfortable—for both sides.

Professional Agents Handle All This for You

As real estate agents, we:

- Schedule showings in secure, trackable systems
- Require buyer pre-qualification before entry (when possible)
- Provide listing instructions, highlight features, and answer questions *for you*
- Gather feedback from every showing to improve interest
- Keep you informed—without requiring you to manage logistics or strangers

You focus on your life. We handle the foot traffic.



When “DIY” Starts to Mean “Do It All Yourself”

Managing showings is one of the first moments FSBO sellers feel the grind. It starts out manageable. Then it becomes exhausting. Eventually, it’s what tips many sellers toward hiring help.

Because you didn’t just sign up to sell your home.

You accidentally signed up to **run a real estate business**.

You don’t have to keep doing that alone.

Coming Up Next: Chapter 5 – Paperwork, Pitfalls, and the Fine Print

You’ve found a buyer—now what? In the next chapter, we’ll talk contracts, disclosures, and the costly legal missteps FSBO sellers face without realizing it... until it’s too late.



Chapter 5

Paperwork, Pitfalls, and the Fine Print

Because Selling a Home in Georgia Isn't Just About Finding a Buyer

Congratulations—you've found someone who wants to buy your home! That's the hard part, right?

Not quite.

Getting a buyer is just one step. Now comes the **harder** part: contracts, disclosures, timelines, contingencies, and compliance with Georgia real estate law. And unlike agents—who work with these documents every day—most FSBO sellers are flying blind.

In this chapter, we'll show you what's actually involved in the legal side of selling a home in Georgia, and where FSBO sellers most commonly run into trouble.

The Georgia Purchase & Sale Agreement

This is the main contract used in real estate transactions in Georgia. It's not just a simple agreement—it's a **multi-page legal document** covering:

- Purchase price
- Financing terms
- Closing costs
- Contingencies (appraisal, financing, inspection)
- Important deadlines
- Who pays what, and when

One missed field or misunderstood clause could cost you thousands—or land you in legal hot water.

Most FSBO sellers rely on:

- Old versions of the contract found online
- Templates not designed for Georgia law
- “Filling in the blanks” without truly understanding what they're agreeing to

It's not just risky—it's dangerous.

Disclosures Required in Georgia

You're legally required to disclose known issues with the property. That means:

- Water damage or leaks
- Foundation cracks
- Termite history
- Unpermitted renovations
- Lead paint (if built before 1978)
- and several other things

If you fail to disclose something—intentionally or accidentally—the buyer can:

- Cancel the contract

- Sue you after closing
- Report you for fraud or misrepresentation

And no, “I didn’t know” won’t always protect you in court.

What’s in the Fine Print?

Here are just a few areas where things get messy for FSBO sellers:

- **Earnest money:** Who holds it? What happens if the buyer backs out?
- **Contingencies:** What’s the deadline? What happens if they miss it?
- **Repairs:** Are you obligated to fix what’s found in the inspection?
- **Financing issues:** What if the buyer’s loan falls through at the last minute?
- **Closing delays:** Who’s responsible for penalties or lost deposits?

Even seasoned agents read every line of a contract multiple times—and often loop in attorneys if things get tricky.

You Don’t Know What You Don’t Know

The biggest threat to FSBO sellers isn’t dishonesty—it’s **lack of information**.

You’re trying to be fair. You want to do things right. But if you:

- Accept a contract with conflicting terms
- Miss a disclosure deadline
- Sign something without understanding it
- Trust a buyer’s agent to “handle it all for you”

...you’re putting yourself at risk without even realizing it.

And unfortunately, Georgia is a “buyer beware” state—which means courts tend to favor the buyer if the seller didn’t provide full transparency or comply with timelines.

How We Protect Sellers From Mistakes

As licensed brokers, we:

- Use current, state-approved GAR (Georgia Association of Realtors) forms
- Guide you through each clause, deadline, and disclosure
- Communicate with the buyer’s agent and lender to avoid surprises

- Coordinate with attorneys, title companies, and inspectors
- Ensure everything is compliant, clear, and fully documented

This is where sellers often tell us, “I didn’t realize how much I didn’t know.”

It’s Not About Being Smart—It’s About Being Covered

You can absolutely *learn* everything you need to sell your home. But do you want to do that while trying to move, pack, negotiate, and juggle buyers?

The real risk of FSBO isn’t just lost money—it’s lost peace of mind.

Coming Up Next: Chapter 6 – When FSBO Turns into “For Stress By Owner”

You’ve put in the effort, dealt with the headaches, and maybe you’re starting to wonder if this was worth it. In the next chapter, we’ll talk about when and how most FSBO sellers decide to change course—and how to do it without regret.



Chapter 6

When FSBO Turns into “For Stress By Owner”

You Wanted Simplicity. You Got a Headache. Now What?

No one sets out to be overwhelmed. When you decided to sell your home on your own, it probably felt exciting—even empowering. But somewhere along the way, that sense of control may have given way to something else: frustration, fatigue, confusion, or even panic.

If that sounds familiar, you’re not alone.

In this chapter, we’ll talk about the *turning point* most FSBO sellers experience—the moment they realize they need a new plan. We’ll also explore why changing course doesn’t mean you failed, and how to shift gears without losing momentum (or your sanity).

The Tipping Point Is Usually Emotional

We’ve helped dozens of FSBO sellers who reached out after trying it alone. Most of them didn’t give up because of one big disaster—they gave up because of a slow, steady buildup of stress.

Common phrases we hear:

- “I’m tired of showing the house to people who aren’t serious.”

- “I didn’t realize how much paperwork was involved.”
- “We had a buyer... then they disappeared.”
- “This is taking up more time than I thought.”
- “We just want to move on already.”

Sometimes, it’s one more no-show. One more late-night question. One more confusing contract clause. That’s when the lightbulb goes off:

“This is not what I signed up for.”

Recognizing the Signs It’s Time to Pivot

Here are a few signs your FSBO journey might be nearing its natural conclusion:

- You’ve had your home listed for several weeks with no serious offers
- You’ve lowered the price more than once to generate interest
- You’re frustrated with buyer behavior or flaky agents
- You’re unsure what comes next if someone *does* want to buy
- The stress is starting to affect your personal life or work

If you’re nodding along right now, this chapter isn’t about guilt—it’s about *options*.

Changing Course Doesn’t Mean You Failed

One of the biggest barriers to asking for help is pride. You may feel like switching to a real estate agent is “admitting defeat.” But here’s how we see it:

- You tried something bold.
- You gave it your best shot.
- And now you’re making a smart, strategic decision based on real experience.

That’s not failure—that’s **growth**.

In fact, some of our best success stories came from FSBO sellers who gave us a call when they were ready for a fresh plan and a better result.

What Happens When You Relist With an Agent

Here’s what often happens when we take over a FSBO:

- We relaunch the listing with a new price strategy and professional photography

- We syndicate it to the MLS and all major home search websites
- We create urgency with smart marketing and agent-to-agent outreach
- We handle every showing, phone call, question, and negotiation
- And within days or weeks—**offers start coming in**

Not because we're magic. But because we have systems, resources, and networks most homeowners don't.



You Don't Have to Do This Alone

If you're feeling overwhelmed, you're not weak. You're just human. And selling a home isn't *supposed* to be your job.

What started as a way to save money may now be costing you time, energy, and peace of mind. You can choose to keep pushing forward on your own—or you can choose to hand the baton to someone who's ready to run the final leg of the race for you.

You've done enough. Let us take it from here.

Coming Up Next: Chapter 7 – Choosing the Right Agent (Not Just the First One)

If you're ready to get help, you deserve more than someone who just lists your home. In the next chapter, we'll show you how to find the *right* agent—someone who listens, leads, and gets your home sold.



THE AGENT LINEUP

Chapter 7

Choosing the Right Agent (Not Just the First One)

Because You're Not Just Hiring Help—You're Choosing a Partner

If you've made it this far, you're probably at a turning point. You've tried selling on your own. You've faced the showings, the paperwork, the ghosting buyers, the endless questions. You've realized this is a bigger job than it looked at first—and now you're ready to bring in help.

But choosing an agent shouldn't feel like waving the white flag. It should feel like a **smart move**—one that puts you back in control, with someone who can take the stress off your plate and get the job done right.

This chapter is all about how to pick the right agent—not just the first one who calls, sends a postcard, or knocks on your door.



What You Need (Now That You've Been Through It)

FSBO sellers who become clients often have a sharper perspective. You've seen how much work goes into selling a home. You know what's at stake. You know where you struggled and what you want done differently.

That means you're in a perfect position to choose an agent with intention.

Look for someone who:

- **Listens** before giving advice
- **Explains the process** clearly and transparently
- **Has a plan** (not just a pitch)
- **Understands your experience** as a former FSBO seller
- **Brings solutions**, not just sales talk

You've already put in the effort. Now you need someone who can build on that—not start from scratch.



What to Avoid in an Agent

Not all agents are created equal. Avoid those who:

- Try to shame you for going FSBO
- Only talk about themselves or how many homes they've sold
- Can't clearly explain how they'll market your home
- Seem more interested in “getting the listing” than getting you results

You want a *partner*, not just a salesperson.

Ask:

- How often will we communicate?

- How do you handle showings?
- What's your pricing and marketing strategy?
- What happens if I don't get offers right away?

The right agent won't dodge these questions—they'll *welcome* them.



What a Good Agent Actually Brings

Here's what a high-performing agent should offer you:

- **A full pricing analysis** based on real-time local market data
- **Professional staging advice** (or virtual staging options)
- **High-quality photography, video, and digital marketing**
- **MLS exposure** that syndicates to Zillow, Realtor.com, etc.
- **Access to buyer agents through broker networks**
- **A smart listing launch plan** that builds momentum
- **Clear systems for communication, showing feedback, and negotiation**

In other words: everything you *wished* you had the first time.



Why FSBO Sellers Choose The Corbin Real Estate Team

We specialize in working with homeowners who've tried to sell on their own—and are ready to get it right.

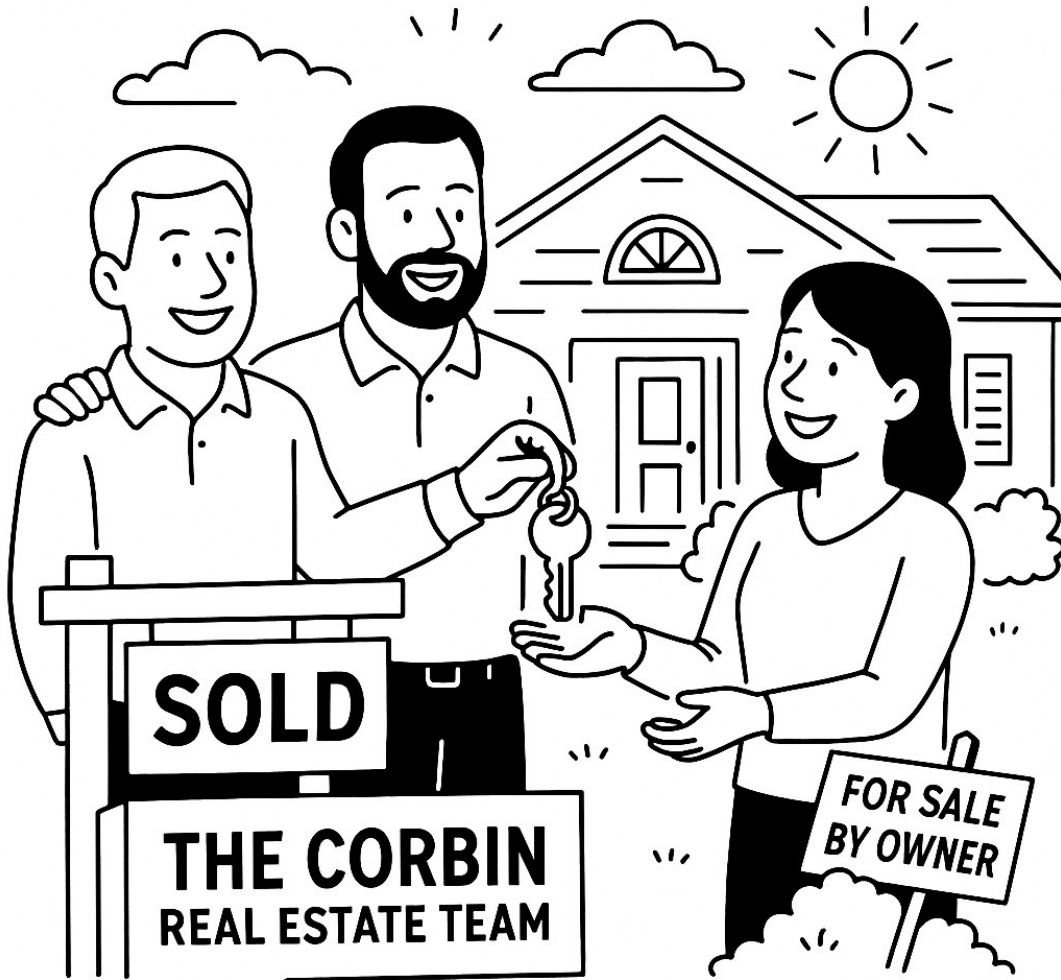
Here's how we help:

- We don't judge or pressure—we listen and strategize.
- We know how to reposition your home with fresh energy and smart pricing.
- We bring your listing to life with clean, modern marketing.
- We handle the calls, the chaos, and the contracts—so you don't have to.
- And we get results that speak for themselves.

If you've done everything you can and still feel stuck, it's time to let a team with experience, empathy, and a proven process step in.

Coming Up Next: Closing Thoughts – You Tried It. We Get It. Now Let’s Sell It.

You took a bold first step. Now it’s time to finish strong—with a partner who’s got your back. In the final section, we’ll share a few parting words (and an invitation to stay connected).



Closing Thoughts

You Tried It. We Get It. Now Let's Sell It.

Moving Forward Doesn't Mean Giving Up—It Means Getting It Done

Selling your home on your own wasn't a mistake—it was a choice. A bold one. A smart one, at the time. And even if it didn't go the way you hoped, you gained something many sellers never do: **perspective.**

You learned what works, what doesn't, and how much really goes into a successful sale. That knowledge makes you stronger, more informed, and better prepared to make smart decisions moving forward.

Now, you're not guessing anymore. You're choosing.

Choosing clarity over confusion.

Support over stress.

Results over pride.

And if you're ready to cross the finish line with a trusted guide, we'd be honored to be that team.

Let's Stay in Touch

We've helped dozens of FSBO sellers in Georgia make the leap from frustrated to finally sold. And we'd love to help you, too.

Here's how to stay connected:

- **Follow us on social media** for seller tips, market updates, and stories from real clients.
- **Reach out anytime**—even just for advice. We're here to help, no pressure attached.
- **Join us at one of our Quarterly Client Appreciation Events**—we love staying connected with our clients well after the sign comes down.

Selling your home may not have started the way you imagined. But with the right support, it can still end exactly how you wanted: **successfully.**

Thanks for reading—and we hope to hear from you soon.

With respect,

Ron & Addison Corbin

The Corbin Real Estate Team