

# Selling on Your Terms

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MLS exposure, optional support, and full control of your sale — without giving up what matters most.



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Not a salesperson. A resource.

If you are already working with a real estate professional, please disregard this.

# Why Buyers Never See Off-Market Homes

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Most serious buyers are already working with agents and searching through systems you're not listed in. Here's why that matters.

## **Most buyers work with agents**

Agents search the MLS first. If your home isn't there, it doesn't exist to that buyer pool — regardless of how many signs you put up.

## **Most buyers search online**

Zillow, Redfin, Compass, and Realtor.com all pull from MLS feeds. Off-market homes miss that traffic entirely — and traffic is where offers come from.

## **Less exposure means less leverage**

Fewer buyers seeing your home means fewer offers. Fewer offers means less negotiating power and a lower final price.

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*"Less exposure leads to fewer showings and fewer offers."*

# What Changed With Buyer's Agent Compensation

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In 2024, a major settlement changed how buyer's agent compensation works across the country. If you're selling on your own, this directly affects you — and most sellers don't know it yet.

## **Buyer agents now require a signed agreement before showing homes**

Before the settlement, buyer agents typically showed homes without a formal agreement in place. Now they're required to have a written buyer representation agreement signed before any showing. This means serious buyers are already committed to an agent before they ever see your home.

## **Compensation can no longer be advertised through the MLS**

Under the old system, sellers would offer a buyer's agent commission directly in the MLS listing. That's no longer allowed. Any compensation offered to a buyer's agent must now be negotiated directly between you and the buyer — and documented in the purchase agreement, not the MLS.

## **You decide if and what you offer — but you need to be prepared**

Offering compensation to a buyer's agent is entirely your choice. Some sellers offer nothing. Others offer a flat amount or a percentage to attract more agent-represented buyers. Either way, the conversation will happen at the offer stage — and you need to know how to handle it before that moment arrives.

## **What This Means for You as a FSBO**

Most buyers working with an agent will ask their agent to request compensation from you directly in the offer. If you're not prepared for that conversation — or don't know what's reasonable — it can derail an otherwise good deal. This is one of the areas where having a resource available, even without full representation, can make a real difference.

# What You Get — And What to Expect

This is a limited-service listing. That means you stay in control of showings, negotiations, and decisions — while your home gets full MLS exposure. Here's exactly what's included and what isn't.

# \$699

## One-Time Flat Fee — 6-Month MLS Placement

Earned upon entry into CRMLS. No commission at closing.  
No percentage of your sale price. Ever.

### What's Included

- Entry into CRMLS — the MLS used by buyer agents throughout California
- Distribution to Zillow, Redfin, Realtor.com, and major real estate websites
- Your contact info displayed for all cooperating agents
- Price changes, status updates, and photo updates on request
- Listing marked pending or sold when you're ready

### What You Handle

- Scheduling and conducting all showings
- Receiving, reviewing, and responding to offers
- Negotiating price and contract terms directly
- Preparing all required disclosures (TDS, NHD, etc.)
- Managing escrow, timelines, and closing

### No-Risk Upgrade

If you decide at any point that you'd rather have full representation, the \$699 you paid is credited toward the full-service listing fee. Nothing goes to waste.

# What FSBOs Typically Run Into

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Selling independently is absolutely doable — but it comes with real responsibilities most sellers don't anticipate. This isn't meant to discourage you. It's meant to prepare you.

**01 Pricing Without Data**

Zillow estimates and neighborhood comparisons are a starting point, not a strategy. Overpricing is the most common FSBO mistake — and it leads to longer days on market, price reductions, and buyers who wonder what's wrong with the home.

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**02 Disclosure Requirements**

California sellers are required to disclose known material defects — from roof condition to neighborhood nuisances. Missing or incomplete disclosures are one of the most common reasons deals fall apart or lawsuits follow. This isn't optional and it isn't simple.

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**03 Negotiating Directly With Buyer's Agents**

Most buyers are represented. That means you're negotiating directly with a professional whose job is to get the best deal for their client — not you. Knowing what to push back on, what to concede, and what's normal takes experience most sellers don't have.

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**04 Managing the Contract and Timeline**

Once an offer is accepted, the transaction moves fast. Inspection deadlines, contingency removals, appraisal timelines, and escrow coordination all require attention. Missing a deadline can give the buyer a legal out — or cost you money to fix.

# Your Options at a Glance

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Three ways to sell. Each built around a different level of involvement. Pick what fits your situation.

## Option 1

### FSBO

Completely on your own. You control pricing, showings, negotiations, and paperwork. No fees, no outside involvement — just you, your time, and your liability.

- No MLS — limited reach to agent-represented buyers
- You handle all showings and negotiations
- You manage all disclosures and paperwork
- No fees beyond your own time

POPULAR

## Option 2

### Enhanced FSBO

\$699

Same control, bigger audience. Hit the MLS, get found by agents and buyers daily. You still run the show — and if things get complicated, the \$699 rolls into full service. No risk, no waste.

- 6-month CRMLS listing + major website exposure
- Buyer agents can find and show your home
- You control showings, offers, and negotiations
- No commission at closing

## Option 3

### Full Service

You hand it over. Pricing, marketing, showings, negotiations, disclosures, contracts — all handled. You make the final calls and stay informed. Everything else is on me.

- Pricing strategy and market analysis
- Professional marketing and MLS listing
- Offer review, negotiation, and contract guidance
- Transaction Management

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*"Think of Option 2 as an insurance policy. Best case — you sell and close for \$699. If things get complicated, you can upgrade to full service and not a dollar goes to waste."*

LET'S TALK

# Ready When You Are.

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No pressure, no timeline, no commitment required. If anything in this guide made sense for your situation, the next step is just a conversation — not a pitch. Call, text, or email whenever you're ready.

**Call / Text**      **619-206-9529**  
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**Web**              **GoBeamon.com**



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