IZ REALTY | ITZHAK ZITUNY

FREE NEVADA HOMEOWNER GUIDE

The Home Seller's Playbook

Three common ways to sell. One clear comparison to help you choose with confidence instead of pressure.

AGENT	INVESTOR	FOR SALE BY OWNER

Las Vegas | Henderson | Summerlin | Clark County

(702) 844-9221 | itzhak@iz-realty.com | www.iz-realty.com

START HERE

You may do this only once or twice in your life.

Most homeowners do not get repeated practice selling a home. That is why the first option presented can feel like the only option. It is not. This guide compares three common paths so you can evaluate the tradeoffs before you commit.

AGENT	INVESTOR	FOR SALE BY OWNER
Broad retail exposure and professional transaction support.	Speed, as-is convenience, and fewer financing variables.	Direct control with more work and responsibility for the owner.

HOW TO USE THIS GUIDE

Read all three paths, answer the five priority questions, and compare likely net proceeds - not only the headline offer or sale price.

PATH 1 | AGENT

Selling with a real estate agent

A licensed agent prepares and markets the home, exposes it to the retail market, helps compare offers, negotiates terms, and coordinates the transaction through closing.

STRENGTHS

• Broad retail exposure and strong gross-price potential.

• Professional pricing, marketing, showing, and negotiation support.

• Coordination through inspection, appraisal, escrow, and closing.

TRADEOFFS

• Usually takes longer than a direct cash sale.

• Preparation, showings, inspection, and appraisal may be required.

• Negotiated compensation and other selling costs affect net proceeds.

BEST FIT The property is in good-to-average condition, you have time to market it properly, and retail exposure matters more than speed alone.

PATH 2 | INVESTOR

Selling directly to an investor

An investor buys the property as a business decision, often with cash and in as-is condition. The central tradeoff is usually convenience and certainty in exchange for a lower price than a successful retail sale may produce.

STRENGTHS	TRADEOFFS
• Potentially faster timing with fewer financing variables.	• The offer may be meaningfully below retail market value.
• Often sold as-is without cleaning, staging, or major repairs.	• Proof of funds, contingencies, and contract terms must be verified.
• Fewer showings and a simpler preparation process.	• Some offers may be retraded or assigned to another buyer.

BEST FIT

You prioritize speed, certainty, or an as-is sale, and you understand the value being exchanged for that convenience.

PATH 3 | FOR SALE BY OWNER

Selling the home yourself

You manage pricing, marketing, buyer inquiries, showings, negotiations, disclosures, contract details, and transaction coordination without a listing agent.

STRENGTHS	TRADEOFFS
• Direct control over pricing, scheduling, and communication. • Potential savings on listing-side representation costs. • May work well when a qualified buyer is already identified.	• Pricing, marketing, qualification, and paperwork become your responsibility. • Limited exposure or weak positioning can reduce buyer competition. • Nevada disclosure and transaction requirements still apply.

BEST FIT

You have the time, confidence, market knowledge, and professional support needed to manage the sale and its risks.

FIND YOUR STARTING POINT

Five questions to clarify what matters most.

01 **How fast do you truly need to sell?**

A fixed deadline can make certainty more valuable, while flexibility gives a traditional listing more time to work.

02 **What condition is the home in?**

Repairs, updates, deferred maintenance, solar, HOA matters, and occupancy can change which path is practical.

03 **How much certainty do you need?**

Financing, appraisal, inspection, and sale contingencies can affect the probability and timing of closing.

04 **How involved do you want to be?**

A for-sale-by-owner path requires substantially more time and coordination from the homeowner.

05 **What matters most?**

Compare likely net proceeds, speed, certainty, convenience, and workload - then name your real priority.

RUN THE NUMBERS

One hypothetical home. Three illustrative outcomes.

The following teaching example uses a hypothetical $400,000 home. It is not a valuation, offer, quote, forecast, or promise for any real property.

	AGENT EXAMPLE	INVESTOR EXAMPLE	FSBO EXAMPLE
Illustrative sale or offer	$392,000	$340,000	$385,000
Illustrative compensation	-$19,600 (5%, negotiable)	$0	-$9,625 (2.5%, if agreed)
Closing, prep, and credits	-$10,000	$0	-$3,000
Net before loan payoff	**$362,400**	**$340,000**	**$372,375**
Illustrative timing	60-75 days	10-14 days	Varies widely

THE HONEST TAKEAWAY

A higher gross price is not automatically a better outcome. Compare likely net proceeds, timing, preparation, certainty, and your own workload together.

QUICK REFERENCE

The three paths at a glance.

FACTOR	AGENT	INVESTOR	FOR SALE BY OWNER
Typical speed	30-90+ days	Days to weeks	Varies widely
Gross-price potential	Broad retail exposure	Usually below retail	Depends on reach and pricing
Repairs and preparation	Often recommended	Often minimal	Managed by owner
Closing certainty	Depends on offer terms	Often stronger with verified cash	Depends on buyer and terms
Owner workload	Lower	Lower	High
Showings	Usually multiple	Often one walkthrough	Managed by owner
Best starting point	Retail exposure	Speed or as-is convenience	Control and direct management

No column wins outright. Verify the property, calculate the likely net, and compare real terms before you sign anything.

BEFORE YOU CHOOSE

Get a calm, property-specific second opinion.

Itzhak can help you compare listing traditionally, preparing the home first, reviewing an investor offer, waiting, or holding. The first step is understanding the facts and your options.

TALK WITH ITZHAK

(702) 844-9221

itzhak@iz-realty.com
www.iz-realty.com/seller-guide

LICENSE AND DISCLOSURE

Nevada Real Estate License BS.145756. Equal Housing Opportunity.