

## Kevin Daily | Realtor

### Should you sell your home off-market?

Off market deals can sometimes be a fantastic, stress-free win/win for all parties involved; but **they often work against the seller** and I almost always suggest my clients against selling off-market. Off-market deals typically favor the buyer and sometimes the buyer's agent; they do not typically benefit the seller because you are eliminating competition. An off-market deal goes through all of the same steps as a regular real estate transaction, minus your home being openly marketed. I've done off market deals when representing buyers, but almost always recommend my sellers list their home in order to drive competition and a higher final sale price. Each situation is different, but let me give a few examples of times when it may and may not be in your best interest to sell your home off-market.

### It May Be a Good Idea If:

- **Your home will take a lot of work to compete with other homes for sale in your neighborhood** (if your home is far behind the other homes for sale in your neighborhood in regards to updated interior/exterior, an off-market deal can help you avoid expenses you would otherwise incur getting your home ready for market)
- **The offer received is higher than the most likely on-market outcome** (still proceed with caution here, but sometimes buyers will make you a ridiculous offer that you just won't want to refuse. Especially combined with the fact that you will avoid a lot of expenses such as interior/exterior touch ups, and professional staging) This can also be beneficial to an investor who is using hard money on a flip property since time is of the essence.

### Avoid Off-Market If:

- **The home is a new construction** (I see builders take off market deals often and, in some cases, it definitely makes sense (see hard money note above), but if you are getting offers before the home is even finished, imagine the type of competition you would have by marketing your home)
- **Your home has been recently updated to the most popular trends** (homes that show well are proven to drive intense competition in today's market)
- **Requires minor work to get to market** (if your home only needs some interior paint and professional staging, these costs are not significant compared to the competition and final sales price they will drive)

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