



SHOULD YOU SELL YOUR HOME OFF-MARKET?

Written by Kevin Daily

“SELLING YOUR HOME OFF MARKET GENERALLY BENEFITS THE AGENT AND BUYER MORE THAN IT DOES THE SELLER”

Off market deals can sometimes be a fantastic, stress-free win/win for all parties involved; but oftentimes they 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; not the seller because you are eliminating the impact of competition. An off-market deal goes through all of the same steps as a regular real estate transaction, minus the home being openly marketed. I've done off market deals but 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 (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)

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, but if you are getting offers before the home is even finished, imagine the type of competition you would have by marketing the 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)



WHY KEVIN DAILY AND EQUITY UNION?



WORK WITH THE BEST!

Equity Union Real Estate is the #1 real estate brokerage in the entire San Fernando Valley, with a roster of more than 500 local Realtors and a large, impressive network of qualified home buyers. As a member of this dynamic team, I am fully supported with award-winning technology to attract serious, qualified buyers to your property and highlight its most attractive features and assets, to ensure that it is a highly competitive listing. Equity Union Real Estate also offers a unique value proposition thanks to our diverse partnerships with real estate professionals to help you navigate the sale of your home, regardless of your circumstances, needs, and goals. By listing with me, you are automatically enlisting one of the most effective, productive, and resourceful teams and powerful real estate networks in the entire region.

AWARDS & HONORS

#1 IN SALES VOLUME

Top real estate brokerage in the San Fernando Valley by sales volume and closed units in 2022

REALTOR MAGAZINE

Honored in the REALTOR magazine annual "30 under 30" Top Brokers issue in 2009

SFV BUSINESS JOURNAL

Recognized in San Fernando Valley Business Journal's annual "40 under 40" issue in 2012

\$2 BILLION

IN SALES VOLUME IN 2021

#1 OFFICE

BY AGENT COUNT, SALES VOLUME
& CLOSED UNITS IN 2021

2,144

CLOSED UNITS IN 2021