



THE MAXLIFE REALTY SELLER SERIES · 2026

Stay For Sale By Owner — and Still Get a Pro

The Florida listing agreement that lets you sell your home yourself for \$0 commission — while a broker puts full MLS marketing behind you. You only pay if they bring the buyer.

A 3-PAGE FSBO SELLER'S GUIDE

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There's a third option most FSBO sellers never hear about

Selling your home yourself comes down to a choice that feels like all-or-nothing: do *everything* alone to save the commission, or hand it to an agent and pay full price. There's a third path — a real, standard Florida listing agreement that lets you **keep selling it yourself, commission-free**, while a broker puts the full marketing machine behind you. It's called an **Exclusive Brokerage Listing Agreement**.

The clause that changes everything

FLORIDA REALTORS® FORM EBLA-13, PARAGRAPH 1

STRAIGHT FROM THE STANDARD FLORIDA LISTING FORM

"Seller reserves the right to sell the Property directly to a buyer without the assistance of any real estate licensee and, if successful, does not owe Broker a commission."

Read that again, because it's the whole pitch. With this agreement you are **not** giving up your right to sell on your own. If you find the buyer yourself — your neighbor, a friend, someone off your own sign — you owe **zero commission**. You only pay if a broker or another agent actually brings you the buyer. Either way, your home is on the MLS working for you the entire time.

This is different from the "Exclusive Right to Sell" agreement most agents use, where you owe a commission no matter who finds the buyer — even if you find them yourself.

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How it actually works

THREE WAYS IT CAN PLAY OUT

WHAT HAPPENS	WHO FINDS THE BUYER	WHAT YOU PAY
You sell it yourself	You — on your own	\$0 commission
A broker brings the buyer	Ryan or another agent	The commission you agreed to up front
It doesn't sell	No one	\$0 — no upfront fees, ever

You and Ryan agree on the commission before you sign — and MaxLife's full-service listings start at just 1%. The buyer's-agent compensation, if any, is always your decision.

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What you get the whole time

FULL MARKETING — WHILE YOU KEEP YOUR FSBO RIGHT

- ☐ **On the MLS** with syndication to Zillow, Realtor.com, Homes.com & Redfin — the full buyer pool, not just a yard sign
- ☐ **Professional photography** and pricing built from real Stellar MLS sold comps
- ☐ **Florida disclosures & the contract** prepared and reviewed correctly — your liability protection
- ☐ **A licensed broker** to field agent calls, coordinate showings, and negotiate offers for you
- ☐ **Contract-to-close coordination** with title, the buyer's agent, and the lender

WHY A BROKER WOULD EVEN OFFER THIS

Simple: confidence. A home with professional pricing, real photos, and full MLS exposure usually sells faster and for more — often more than enough to cover a low commission. Ryan is betting he can bring you a better result than going it totally alone. If he doesn't bring the buyer, he doesn't get paid. Your incentives are aligned.

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FSBO vs. this vs. a traditional listing

SIDE BY SIDE

	PURE FSBO	EXCLUSIVE BROKERAGE (THIS)	TRADITIONAL LISTING
Sell it yourself for \$0 commission	Yes	Yes	No — you owe either way
On the MLS + major portals	No	Yes	Yes
Pro photos & comp-based pricing	No	Yes	Yes
Contracts & disclosures handled	No	Yes	Yes
Broker negotiates for you	No	Yes	Yes
Pay only if a broker brings the buyer	—	Yes	No
Upfront cost	\$0	\$0	\$0

The Exclusive Brokerage agreement gives you the FSBO upside (sell it yourself, pay nothing) with the full-service safety net.

THE HONEST FINE PRINT

This is a real, standard **Florida Realtors® Exclusive Brokerage Listing Agreement (Form EBLA-13)** — you'll see and review the full document before you ever sign, and you're encouraged to read every line. It does not guarantee a sale, commission is negotiable and agreed in writing up front, and this overview is general information, not legal advice. Bring your questions — Ryan will walk you through it with zero pressure.

See if this is right for your home — free

Tell Ryan about your home and he'll give you a free, no-obligation market valuation and walk you through exactly how the Exclusive Brokerage arrangement would work for your sale. Stay FSBO, keep your options open, and put a pro in your corner.

Get your free home valuation

Call or text **321.373.3536** · maxliferealty.com
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