

For Sale By Owner Advertising & Listing Guide

34003 State Route 507 S, Roy, WA 98580

PROPERTY SNAPSHOT	WORKING ADVERTISING POSITION
3 bedrooms 2 baths 1,678 sq. ft. One-story home 0.51-acre level lot 1-car attached garage RV parking Metal roof Deck Partial fencing 2 wood-burning fireplaces Shared well Septic Yelm School District	Example ad price: \$429,900 Current planning range: \$410,000-\$450,000 Prior sale: \$380,000 on Aug. 27, 2025 Best current positioning: value-focused rural rambler / half-acre opportunity Important: replace the example price after the seller confirms current condition and any improvements.

My Recommended FSBO Launch Strategy

1. Create direct buyer exposure	2. Decide whether to add NWMLS exposure	3. Make the seller look professional
Post a polished owner listing on Zillow, Craigslist Tacoma/Pierce, FSBO.com, ByOwner and ForSaleByOwner.com.	For maximum exposure to buyer agents, choose one flat-fee NWMLS provider. Do not pay multiple MLS services for duplicate listings.	Use strong photos, disclosures ready in advance, showing rules, proof-of-funds/preapproval requirements, and a title/escrow contact.

Important: If the seller uses a flat-fee NWMLS service, that listing will normally syndicate to major consumer sites such as Zillow, Realtor.com, Redfin, Trulia and Homes.com. At that point, avoid creating conflicting duplicate property records. Use the MLS listing as the primary data source and use Craigslist/FSBO/social channels to drive extra traffic to it.

FSBO Ad Mockup #1 - Buyer / Lifestyle Version

FOR SALE BY OWNER

\$429,900 - Example Asking Price

ROY / McKENNA | HALF-ACRE ONE-LEVEL HOME

YOUR BEST EXTERIOR PHOTO

Use a bright, straight-on exterior image with the home, driveway and lot clearly visible. A second image should show the yard/deck and a third should show the main living area.

Country living with room to breathe. This one-level 3-bedroom, 2-bath home offers approximately 1,678 square feet on a level 0.51-acre lot in the Roy/McKenna area. The layout includes a den/office, attached garage, two wood-burning fireplaces, deck, RV parking and a metal roof. Enjoy a rural setting while remaining within the Yelm School District and convenient to Roy, McKenna and the surrounding South Sound area.

3 BEDROOMS	2 BATHS	1,678 SQ. FT.	0.51 ACRE
ONE LEVEL	GARAGE	RV PARKING	METAL ROOF

Showing by appointment. Buyer should provide mortgage preapproval or proof of funds before a private showing. Contact owner directly: [SELLER PHONE] | [SELLER EMAIL]
Suggested headline alternatives: "Half-Acre Roy Rambler - 3BR/2BA - FSBO" | "One-Level Home on 0.51 Acre in Roy/McKenna - For Sale By Owner"

FSBO Ad Mockup #2 - Value / Opportunity Version

FOR SALE BY OWNER - ROY, WA HALF-ACRE 3BR/2BA OPPORTUNITY \$429,900 - Example Asking Price

PHOTO COLLAGE AREA

Best sequence: exterior / living room / kitchen / primary bedroom / deck & yard / garage & RV parking. If major updates were completed after the 2025 sale, show them prominently and include a written improvement list.

Bring your vision to this half-acre Roy property. Approximately 1,678 square feet with 3 bedrooms, 2 bathrooms and a flexible one-level floor plan that includes a den/office. Outside, the level lot provides room for parking, projects and outdoor use, with an attached 1-car garage, RV parking, deck and partial fencing. Additional features include a durable metal roof and two wood-burning fireplaces.

This is a good fit for a buyer looking for a rural South Sound property with space and the opportunity to make a home their own. **Shared well and septic.** Property information and condition should be independently verified by buyer.

Serious inquiries only. Please send buyer name, phone/email and preapproval or proof of funds to schedule a showing. Owner contact: [SELLER PHONE] | [SELLER EMAIL]

SHORT VERSION FOR CRAIGSLIST / SOCIAL:

FSBO - Roy/McKenna - 3BR/2BA - 1,678 SF - 0.51 Acre - \$429,900

One-level home on a level half-acre lot with attached garage, RV parking, metal roof, deck, den/office and two fireplaces. Shared well/septic. Showing by appointment with preapproval or proof of funds. Contact owner: [PHONE] / [EMAIL].

10 Best Places to Market This Roy / Pierce County FSBO

The list mixes **direct FSBO advertising sites** with **flat-fee MLS providers**. For the MLS options, choose one provider only. NWMLS exposure is valuable because it reaches buyer agents and then syndicates to major consumer real-estate sites.

Ran k	Site / Channel	Type	Current Cost / Notes	Why It Fits Roy
1	MLS4Owners.com	Local WA flat-fee MLS	Plans currently shown from about \$75 to \$495; University Place-based; NWMLS + Realtor.com and syndication.	Very local to Pierce County; strong option if seller wants agent/MLS exposure without a full listing commission.
2	Zillow FSBO / Trulia	Direct FSBO	Zillow currently allows free FSBO listings with unlimited photos; Zillow says the listing can appear on Zillow and Trulia.	Largest direct-to-consumer FSBO reach. Must-have if not using an MLS feed.
3	List4FlatFee.com / FlatList.com	Local WA flat-fee MLS	Local WA broker; current site advertises a flat-fee Washington MLS listing around \$385; syndicates to major portals.	Washington-focused support and NWMLS reach. Strong local alternative to MLS4Owners.
4	Craigslist Seattle-Tacoma - Tacoma/Pierce	Direct local ad	Craigslist says owner-posting fees vary by geography/category; current Roy FSBO listings are active in Tacoma/Pierce search.	Good local DIY-buyer traffic and easy to refresh with new photos/headlines.
5	Brokerless.com - Tacoma/Pierce	Flat-fee MLS	Tacoma/Pierce page confirms NWMLS coverage and syndication to Zillow, Realtor.com and Redfin; verify current package price before purchase.	Designed specifically for Pierce County / NWMLS exposure.
6	WashingtonMLSFlatFee.com	Washington flat-fee MLS	Current page shows WA plans around \$269-\$329, including state forms and major-site syndication.	State-specific, simple MLS route with NWMLS exposure.
7	FSBO.com	Direct FSBO + MLS option	Starter \$0; Plus \$99; flat-fee MLS currently \$399. MLS plan syndicates to Zillow, Realtor.com, Redfin, Trulia, Homes.com.	Useful dedicated FSBO audience; can be direct-only or upgraded to MLS.
8	ByOwner.com	FSBO / listing portal	Roy-specific page already carries Roy inventory. Verify seller-listing package/terms at time of posting.	Good local-search visibility because it maintains a dedicated Roy, WA FSBO page.
9	ForSaleByOwner.com	Direct FSBO marketplace	Current site promotes a free Clear Bid listing option and seller marketing tools.	National FSBO brand; worth adding as supplemental direct-buyer exposure.
10	Houzeo - Washington	Flat-fee MLS platform	WA page currently shows Bronze around \$399; higher plans add closing fees/services. Syndication to Zillow, Trulia, Realtor, Redfin and 100+ sites.	Polished online workflow and wide syndication; compare total fees carefully against local WA providers.

What about Realtor.com, Redfin and Homes.com? For a true owner-posted listing, they generally are not the first place I would try to create a separate listing. A flat-fee NWMLS listing can syndicate the home to those major portals automatically. That is usually cleaner than trying to maintain separate records.

Before the FSBO Listing Goes Live

Item	Why It Matters for This Property
Photography	Use 20-35 bright horizontal photos if the chosen site allows it. Lead with exterior, living area and kitchen. Include lot, deck, garage/RV parking and any renovations completed since 2025.
Washington seller disclosure	Washington law generally requires a completed seller disclosure statement for improved residential property unless an exemption/waiver applies. Use current Washington forms and professional guidance.
Lead-based paint disclosure	The home was built in 1975. Federal lead-disclosure rules generally apply to most pre-1978 housing, including disclosure of known lead information, required pamphlet/warning language, and buyer inspection opportunity.
Pierce County septic	Tacoma-Pierce County Health Department says sellers should have the septic system pumped/inspected and obtain a Report of System Status (RSS); an issued RSS is valid for one year.
Shared well / water	Because the home uses a shared well, gather the shared-well agreement, recent water documentation and any Tacoma-Pierce water-supply review items that apply.
Title / payoff	Order a current title commitment and an actual lender payoff before accepting a final offer; the \$340,000 figure is a planning balance, not a formal payoff.
Showing safety	Schedule showings; do not allow unsupervised access; secure valuables/medications/documents; obtain buyer/agent identity and preapproval or proof of funds.
Offer handling	Use escrow/title and consider a Washington real-estate attorney or licensed professional for forms, deadlines, inspection response, title, financing and closing questions.

Suggested First-Week Posting Plan

DAY 1	DAY 2-3	DAY 4-7
Finalize price, photos, disclosure packet and seller contact information. Post Zillow FSBO, Craigslist Tacoma/Pierce and one dedicated FSBO portal.	If using NWMLS, choose one flat-fee provider and complete the listing paperwork. Add an open-house/showing schedule once the MLS record is live.	Track inquiries and showing feedback. Refresh Craigslist headline/photos if needed. If inquiry volume is weak, revisit price/condition positioning rather than simply adding more websites.

Research Notes / Sources

- Zillow FSBO posting page and Zillow subject property page.
- MLS4Owners.com, List4FlatFee.com / FlatList.com, Brokerless Tacoma, WashingtonMLSFlatFee.com and Houzeo Washington current service pages.
- FSBO.com and ForSaleByOwner.com current seller-package pages.
- Craigslist Seattle-Tacoma real estate-by-owner results and Craigslist posting-fee guidance.
- ByOwner.com Roy, WA FSBO page.
- Washington RCW 64.06.020 seller-disclosure statute; U.S. EPA lead-based-paint disclosure guidance; Tacoma-Pierce County Health Department property-sale septic guidance.

Important: Listing-site pricing and features change. Confirm current fees and package terms before purchasing. This document is a marketing/planning guide, not legal advice, a broker price opinion, or a substitute for Washington real-estate, title, escrow, inspection, septic, well, tax, or legal professionals.