

[TIPS FOR SELLERS]

Some Good Reasons to Hire a Realtor

From my viewpoint as a Realtor:

1. I have access to sales information about many properties for sale similar to yours, so I can help you price your property at a proper value.
2. I advise you on how to best prepare (stage) your property for sale, based on my experience over the years with many similar properties.
3. I do the interfacing with potential buyers and with other real estate agents, saving you much time and potential conflicts.
4. I negotiate on your behalf with potential buyers, providing a “third party” environment that smoothes the process.
5. I have lots of experience in listing property, writing contracts and closing deals, so I can handle all the paperwork and contract issues.
6. I will pre-qualify buyers before I bring you a contract, to help prevent false starts, dashed hopes and wasted time.
7. If people look at your property and don't make an offer, I can ask them or their agent why they weren't interested. Having this information may help us restructure our sales plan to make it more appealing.
8. I can showcase your property (highlight all its good points) in our advertising, and it is seen as factual—not as if the property owner is making personal claims.
9. I will list your home on Multiple Listing Service (MLS) so the vast majority of area Realtors will have access to the info and can tell their buyers about your property.
10. Many times a buyer expects to get a “bargain price” when a property is For Sale By Owner. According to recent statistics, Realtor-assisted sales brought in an average of 20% more sales price than sales made directly by the property owner.
11. For Sale By Owner signs or ads make you vulnerable for any curiosity seeker or unsavory character. When you list your property with me, only buyers accompanied by a Realtor will get into your home.
12. Listing your property with me greatly expands the available times buyers can view your property. I and the other area Realtors can show your property any time during normal showing hours—without your needing to be there.

13. I facilitate the contract-to-closing process, including the appraisal, buyer-loan process, title, survey, etc., taking this burden off of you.

14. I make sure you are compliant with all laws relating to the sale of your property.

15. I only get paid when the job is completely finished.