

8 REASONS TO USE A REALTOR

For the Seller

1 GETTING THE REALTOR GUARANTEE

Licensed Realtors subscribe to a strict code of ethics and have access to advanced educational opportunities and training in both residential and commercial real estate specialties. Realtors are committed to treating all parties to a transaction honestly. The agent is bound by law to act in their clients' best interest.

2 YOU CAN SELL YOUR HOME FASTER WITH A REALTOR

Listing your home with an agent is likely to result in a faster sale, since Realtors are better able to market your property.

Your agent may also know of someone who is looking for a home like the one you are selling and may even be able to secure an offer without advertising it at all.

3 SETTING THE PRICE

Realtors understand the market better and can typically list the house at the correct price. This gives homeowners an advantage over listing the property themselves.

Real estate agents have access to comparable home sales and neighborhood information dating back years. Sellers without access to this pricing information are throwing a dart in the dark, which could make or break a listing. Often, your agent can recommend repairs or cosmetic work that will significantly enhance the value of the property.

4 REALTORS SAVE YOU TIME

Selling your home privately could leave you wasting time on the "wishy-washy" home shopper. You know, the home shopper who isn't sure if they want to buy your home or not.

Let your Realtor weed out the buyers who aren't serious about buying your home or might not be pre-qualified for a mortgage in order to buy your home.

5 REALTORS PROVIDE SECURITY

When a property is marketed with an agent's help, you do not have to allow strangers into your home. Agents will generally pre-screen and accompany qualified prospects through your property.



6 MARKETING YOUR PROPERTY

The next step is a marketing plan. Marketing exposes your property to the public as well as to other real estate agents through a Multiple Listing Service, other cooperative marketing networks, open houses for agents, and so on.

In many markets, a substantial portion of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. The Realtor Code of Ethics requires Realtors to use these cooperative relationships when they benefit clients.

7 NEGOTIATING YOUR REAL ESTATE DEAL

Your agent can help you objectively evaluate every buyer's proposal without compromising your marketing position. This initial agreement is only the beginning of a process of appraisals, inspections, and financing—a lot of possible pitfalls. Your agent can help you write a legally binding, win-win agreement that will be more likely to make it through the process.

Between the initial sales agreement and the closing (or settlement), questions may arise. For example, there are unexpected repairs that require the buyer to obtain financing, or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. Your agent is the best person to objectively help you resolve these issues and move the transaction to closing.

8 GETTING EXPERT ASSISTANCE

Considering the relatively small cost of hiring a Realtor and the large potential risk of not hiring one, it's smart to find a professional to sell your home.

