

# WHY PAY A COMMISSION?

*Homeowners attempting to sell their home without the assistance of a real estate professional generally do so for one reason only: to avoid paying a commission fee. Is it worth it? Only the homeowner can answer that, but experience has shown that many for-sale-by-owners find that it's not. Before making a costly mistake, consider the benefits, from A to Z, you receive from working with a trained real estate professional:*

**A**dvertising - The agent pays all the advertising costs.

**B**argain - Research shows that 77% of sellers felt their commission was "well spent".

**C**ontract Writing - An agent can supply standard forms to speed the transaction.

**D**etails - An agent frees you from handling the many details of selling a home.

**E**xperience and Expertise - An agent assists in marketing, financing, negotiations, & more.

**F**inancial Know-How - An agent is aware of many options for financing a sale.

**G**lossary - A real estate professional understands and can explain real estate lingo.

**H**omework - An agent will do homework on how to best market your home.

**I**nformation - If you have a real estate question, an agent will know (or can get) the answer.

**J**uggle Showings - An agent will schedule and handle all showings.

**K**eeps Your Best Interests in Mind - It's an agent's job.

**L**aws - A real estate professional will be up-to-date on how real estate laws affect you.

**M**ultiple Listing Service - The most effective means of bringing together buyers and sellers.

**N**egotiations - An Agent can handle all price and contract negotiations.

**O**pen Houses - A popular marketing technique used by real estate professionals.

**P**rospects - An agent has a network of contacts that can produce potential buyers.

**Q**ualifies Buyers - Avoid opening your house to "curiosity seekers".

**R**ealtor® - An agent who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to a strict code of ethics.

**S**uggested Price - An agent will do a market analysis to establish a fair price range.

**T**ime - One of the most valuable resources an agent can provide.

**U**nbiased Opinion - Most owners are too emotional about their home to establish a fair price range.

**V**IP - That's how you will be treated by your agent!

**W**isdom - A knowledgeable agent can offer the wisdom that comes with experience.

**X** Marks the Spot - An agent is right there with you through the final signing of papers.

**Y**ard Signs - An agent provides a professional sign, encouraging serious buyers.

**Z**ero-Hour Support - Selling a home can be an emotional experience. An agent can help!