

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:

Advertising - The agent pays all the advertising costs.

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

Contract Writing - An agent can supply standard forms to speed the transaction.

Details - An agent frees you from handling the many details of selling a home.

Experience and Expertise - An agent assists in marketing, financing, negotiations, & more.

Financial Know-How - An agent is aware of many options for financing a sale.

Glossary - A real estate professional understands and can explain real estate lingo.

Homework - An agent will do homework on how to best market your home.

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

Juggle Showings - An agent will schedule and handle all showings.

Keeps Your Best Interests in Mind - It's an agent's job.

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

Multiple Listing Service - The most effective means of bringing together buyers and sellers.

Negotiations - An Agent can handle all price and contract negotiations.

Open Houses - A popular marketing technique used by real estate professionals.

Prospects - An agent has a network of contacts that can produce potential buyers.

Qualifies Buyers - Avoid opening your house to "curiosity seekers".

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

Suggested Price - An agent will do a market analysis to establish a fair price range.

Time - One of the most valuable resources an agent can provide.

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

VIP - That's how you will be treated by your agent!

Wisdom - 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.

Yard Signs - An agent provides a professional sign, encouraging serious buyers.

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