

WHY PAY A COMMISSION?

Homeowners attempting to sell their home without the assistance of a Realtor® 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 Realtor®:

Advertising - The Realtor® pays all advertising costs.

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

Contract Writing - A Realtor® can supply standard forms to speed the transaction.

Details - A Realtor® frees you from handling the many details of selling a home.

Experience and Expertise - In marketing, financing, negotiations, and more.

Financial Know-How - A Realtor® is aware of the many options for financing a sale.

Glossary - A Realtor® understands and can explain real estate lingo.

Homework - A Realtor® will do homework on how to best market your home.

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

Juggle Showings - A Realtor® will schedule and handle all showings.

Keeps Your Best Interests in Mind - It's a Realtor's® job.

Laws - A Realtor® will be up-to-date on real estate laws that affect you.

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

Negotiations - A Realtor® can handle all price and contract negotiations.

Open Houses - A popular marketing technique.

Prospects - A Realtor has a network of contacts that can produce potential buyers.

Qualifies Buyers - Avoid opening your home 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 - A Realtor® will do a market analysis to establish a fair price range.

Time - One of the most valuable resources in a Realtor®

Unbiased Opinion - Most owners are too emotional about their home to be objective.

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

Wisdom - A knowledgeable Realtor® can offer the wisdom that comes with experience.

X Marks the Spot - A Realtor® is right there with you through the final signing of papers.

Yard Signs - A Realtor® provides a professional sign, encouraging serious buyers.

Zero-Hour Support - Selling a home can be an emotional experience. A Realtor® can help.

**So if you're considering selling your home, remember
Realtors® earn their commission.**