

Why do you need a Real Estate Professional

Do you really have all the time, energy, information, resources, and contacts to properly market and sell your home? Would the process be a smooth one? Would it give you more time to focus on your personal life? Would you be able to get the best price for your home? Below we have listed just a few areas in which we believe a real estate professional truly earns their commission:

Pricing

A real estate professional is best suited to determine a pricing strategy for your property. You don't want to miss opportunities by overpricing or undervaluing your property. Knowledge about the surrounding areas, pricing trends, local information, and experience will ensure you are getting the best price for your home.

Marketing

A real estate professional has many ways to effectively market your property. Proven marketing methods include flyers, open houses, the internet, local newspapers, and listing in the local Multiple Listing Service (MLS). There is a common misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82% of real estate sales are the result of contacts through previous clients, referrals, friends and family, and personal contacts.

Keep in mind, advertising is only one part of marketing. The choice of media and frequency of advertising depends a lot on the home and specific market. Overexposure of a property in any media may give a buyer the impression the property is distressed or the seller is desperate. A qualified real estate professional will know when, where and how to advertise your property.

Marketing also includes the exposure of your home to other real estate professionals and the general public. In many markets over 50% of real estate sales are cooperative sales; that is, a real estate professional other than yours brings in the buyer. Your real estate professional acts as the marketing coordinator, disbursing information about your property to other real estate professionals through the MLS, open houses, and office meetings.

Preparation is critical to marketing your property effectively. A real estate professional is best suited to recommend repairs and cosmetic work that will significantly enhance the salability of your home.

Security

When the property is marketed with the help of a qualified real estate professional, you avoid allowing strangers into your home. Real estate professionals will generally pre-screen and accompany qualified prospects through your property. This increases your safety and allows for any last minute preparation.

Negotiating

Your real estate professional can assist you with objectively evaluating every buyer's proposal without compromising your marketing position. This initial agreement is only the start of a process that involves appraisals, inspections, and financing – and a lot of potential obstacles. Your real estate professional can help you write a legally binding agreement that will be more likely to make it through this complicated process.

Monitoring, Renegotiating and Closing

Between the initial sales agreement and closing/settlement, questions may arise. For example, unexpected repairs are sometimes required to obtain financing or a concern with the title could potentially be uncovered. The required paperwork alone is intimidating for most sellers. Your real estate professional is the best person to objectively help you resolve these issues and move the transaction to closing/settlement.

Your real estate professional can also meet with other professionals involved in the transaction process. Their industry contacts can make sure any unforeseen issues are handled reliably and quickly.