

# REAL ESTATE FACTS



## THINKING ABOUT SELLING YOUR HOME YOURSELF?

Without professional help, you'll find it will be a time-consuming and energy-draining experience. For those who are unacquainted with the seemingly endless amount of details in property transactions, the responsibilities can be overwhelming. A Realtor can help you through the jumble of legal and financial requirements and make selling your home a pleasant and profitable experience.

### **If you're still convinced you can sell your own home, consider these points:**

Are you able to determine the market value of your home? Although you believe you know what your home is worth, you nevertheless may ask too high a price and then have difficulty finding a buyer. **Or, worse yet,** you may ask a price below the actual value and lose money. A real estate professional, however, has the expertise to take into account the many variables - market demand, location and seasonal sales - to provide a current and accurate estimate of the value of your home. He or she can then help you set a price that's right for the market.

Are you prepared to help potential buyers with mortgage information? What kinds of financing are available? A **Realtor** knows the answers to these questions. He or she works closely with financial institutions and is familiar with their methods and requirements. Remember, no matter how much a buyer may want your home, a sale is not possible without the proper financing. Your **Realtor** can advise you whether seller-assisted financing will facilitate the sale.

Can you be sure the prospective buyer is financially capable of buying your property? With a "For Sale by Owner" sign on your front lawn, you'll be inviting curiosity-seekers and lookers who have no intention of buying. A real estate agent will help you screen lookers from buyers and arrange appointments for qualified prospects to view the home at times when it's convenient for you.

Are you able to give wide exposure to your property? Many **Realtors** are members of multiple listing services, which market your property through numerous other real estate firms. A **Realtor** also knows how to draw prospects to your property through advertising.

After considering the above points, do you still want to sell your home **yourself**? A qualified professional who is a **Realtor** is trained to work for you to sell your home in the quickest and most profitable way possible. Should you trust something as valuable and important as your home to anyone **but a Realtor**?