

Sell Your Real Estate

Hire a REALTOR®

Studies show that home sellers who use a REALTOR® to represent them generally get a better price than those who sell the home themselves. REALTORS® are up-to-date on critical procedures, processes and legal issues that can help keep you out of trouble. Most importantly, they can help you get your home SOLD at the best price in the right timeframe.

With the complexity of real estate transactions today, the disclosure that's required, security concerns and so much more, using a Realtor to sell your home is just the wise thing to do.

A professional Realtor will take care of all the functions and details that sellers themselves either can't do, choose not to do, or can accomplish only with much difficulty.

Marketing

A Realtor will place your listing in the multiple listing service, where all agents in the market will see it, but that's only the start. He or she will work with you to market your home, both to consumers and within the real estate community. Marketing strategies may include flyers, online exposure, "Just Listed" notices and networking with other Realtors. Realtors are equipped to present your property efficiently to any ready, willing and able buyers in the marketplace.

Pricing

A Realtor will compare prices of recently sold homes in your area, consider features unique to your home, and use all of his or her expertise in helping you arrive at the right price to get your home sold in a timely fashion. Most will provide a Comparative Market Analysis for free. Realtors keep buyers and sellers realistic as to what market conditions really are, and offer a professional, objective opinion.

Locating and Qualifying Buyers

Buyers are frightened by for-sale-by-owner properties and they distrust them. They don't drive up and down streets looking for homes for sale. And they don't have easy access to home values, which Realtors can provide.

When you list with a Realtor, it increases the odds that the right buyer will find your home. And a Realtor will make sure that anybody who goes through your home will be qualified to purchase it. Further, a Realtor will manage the showing process so you don't have to.

Negotiating

Selling your home is very emotional. When buyers and sellers are working directly with each other, they'll often nitpick and try to get the last word in. A Realtor serves as a buffer between the buyer and seller and takes much of the emotion out of the process. Another thing: Sellers who use a Realtor traditionally get a higher price than those who sell it themselves. A study by the NAR, showed that homes sold by Realtors sell for a 6% higher price on average.

Managing the Transaction

It's not just about selling the house. It's about knowing all the current regulations and staying on top of the details. Managing a home sale can be tough, even for a seasoned professional, let alone an inexperienced owner. Having bought or sold a home or two, does not an expert make.

Are you aware of legal requirements as to what you must disclose? What about earnest money? Do you know how to write a sales contract? Realtors know the answers to all these questions and know exactly what tasks to perform at what time to keep the transaction progressing efficiently.

Closing the Transaction

Coordinating all of the parties (seller, buyer, lender, title agent, insurance agent, etc) and making sure that everyone performs their part of the process is the duty of a knowledgeable Realtor. You can be much more confident in closing the sale with a Realtor.

Before Your Home Is Listed

It's important to have your home in good showing condition before buyers start going through it. You want the property to look it's best. Here are some steps to take:

- * Make sure the exterior is clean and spruced up – curb appeal will create a favorable first impression.
- * Trim bushes and plants as needed, and make sure the lawn is kept mowed and trimmed. In autumn, rake the leaves; in winter, keep the snow shoveled.
- * Keep the interior clean, de-cluttered and odor-free. Eliminate evidence of pets.
- * Touch up interior and exterior paint as needed.
- * Install new carpeting and flooring if it appears worn or dated.
- * Minimize personal items such as family photos. You want buyers to see themselves living in the home.
- * Consider putting excess furniture and belongings in storage. Now's the time to clean out the garage and basement and sell, give away or throw away items you don't need anymore.
- * Consider having a pre-listing inspection performed. Buyers will be hiring professional inspectors; here's your chance to address problems in advance.
- * Consider engaging a professional stager to give your home the right appeal.