

Why Have Your Own REALTOR® When Selling?



By Lisa Hall

Your Professional Real Estate Expert

For most of us, our home is our biggest asset. That's why when it's time to sell your home, for any reason, it's important to find a REALTOR® that can help you take profit on this asset fully.

In order to sell your home for top dollar, you'll want to market your home to as many prospective buyers as possible. An effective REALTOR® can help you with this. Have your agent place your home on the Multiple Listing Service (MLS). This service allows your home to be viewed by thousands of agents from many different areas which helps get your home viewed by more prospective buyers. If your REALTOR® belongs to **Realtor.com**, your home can be viewed by agents and buyers throughout the US. The Internet is becoming more important in real estate purchases, and you should take advantage of it. Most real estate firms also have websites that are viewed by buyers on a daily basis.

If you sell your home on your own, you may catch those buyers who happen to be driving by your home, but you are not reaching thousands of potential buyers. Additionally, many buyers are reluctant to consider "For Sale By Owner" properties or properties represented by the discount realty chains – the reasons vary from buyer to buyer, but it is definitely something you should consider.

Another factor to consider when selling is that advertising your home in publications can be very costly. Often times a REALTOR® will have company space that they can take advantage of. REALTORS® also have relationships with local publications and know which publications attract more buyers. When a REALTOR® lists your home, he or she will advertise your home at no additional cost to you. When calls from these ads start rolling in, your REALTOR® is there to take calls and answer questions regarding your home.

Once you have an offer on your home, your REALTOR® helps you negotiate to protect your best interests. A good REALTOR® will make sure that the "deal" is clearly spelled out – in writing – so that no little surprises happen during the transaction. Once a "meeting of the minds" has been made, your REALTOR® will then deal with all of the paper work and make sure timelines are met in order to ensure that the deal does not fall through and that your move is a successful one!

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