

# SOLD

## Points to Ponder When Selling Your Home

- Are you knowledgeable about the current housing market?
- Do you have time to leave work to meet your buyer?
- Do you know the improvements on your property that will bring the most value to your buyer?
- Do you have a way to market your home directly to a potential buyer? Hiring a Real Estate agent means they will market your property to their colleagues and their clients.
- Typically, an owner overprices their property and then eventually takes an under market offer. A real estate professional knows how to price your property at the right fair market place.
- Negotiating directly with a buyer is difficult and can result in conflict that loses the sale. A Real Estate agent acts as a third party diffusing the problems that arise in most transactions.
- It may take several showings of your property to sell it. Oftentimes, reshowing it to potential buyers who want to be sure they are interested. This may cost time and money and ultimately become overwhelming without the help of a Real Estate agent who can meet and also screen potential buyers.
- Most buyers will seek the help of a Real Estate agent because they are concerned about the risks of direct negotiations.
- The average person will hesitate to tell you what they like or don't like about your property, yet admit freely to a Real Estate agent. These are things you need to know in order to determine what, if anything, needs to be changed.
- How will you find buyers whose taste and requirements fit your property?
- Your friends may give you conflicting advice on how to best sell your home but a Real Estate agent has proven experience.
- A buyer could feel uncomfortable discussing their finances with you and you may feel likewise. A real estate professional, as a third party, can ease this discomfort and help consummate the sale.
- Do you know how to write a valid contract?
- Are you an expert in the current home loan market?
- Are you prepared to handle the steps to closing your transaction after you have an agreement with the buyer?

