

# 10 Reasons to Sell Your Home with a REALTOR®

1. A **REALTOR®** knows the local housing market and can help you set a fair market price. (*NAR 2010 Home Buyer & Seller Survey: The median home price for sellers who used an agent was \$199,300 vs. \$140,000 for a home sold directly by an owner.*)
2. The **Professional** maintains objectivity in responding to buyer objections.
3. A **REALTOR®** is primarily interested in bringing together buyer and seller to negotiate an agreement satisfactory to both parties. Before the first showing and beyond the final sale, you'll get the know-how and service you look for in a real estate professional who knows how to sell your home.
4. A **REALTOR®** will advise prospects of all aspects and conditions of your home, even faults that you don't intend to correct. This protects you from later objections and if a buyer likes everything else, one objection need not be a serious drawback.
5. A **REALTOR®** is a skilled sales person who knows how to merchandise your home.
6. A **REALTOR®** is knowledgeable of current financing methods that allow prospects to become homeowners.
7. A **REALTORS®** frees you from the time, effort and not-so-obvious details involving the sale of your home.
8. A **REALTOR®** by listing your home in a Multiple Listing Service can work with many other **REALTORS®** to assure you a far wider range of prospective buyers.
9. A **REALTOR®** does a lot of homework - the home is listed, ads are placed, telephone inquires are handled and appointments for showings are arranged with your convenience in mind.
10. A **REALTOR®** will initiate, carry out and follow through on every phase of the important and complex home selling transaction.