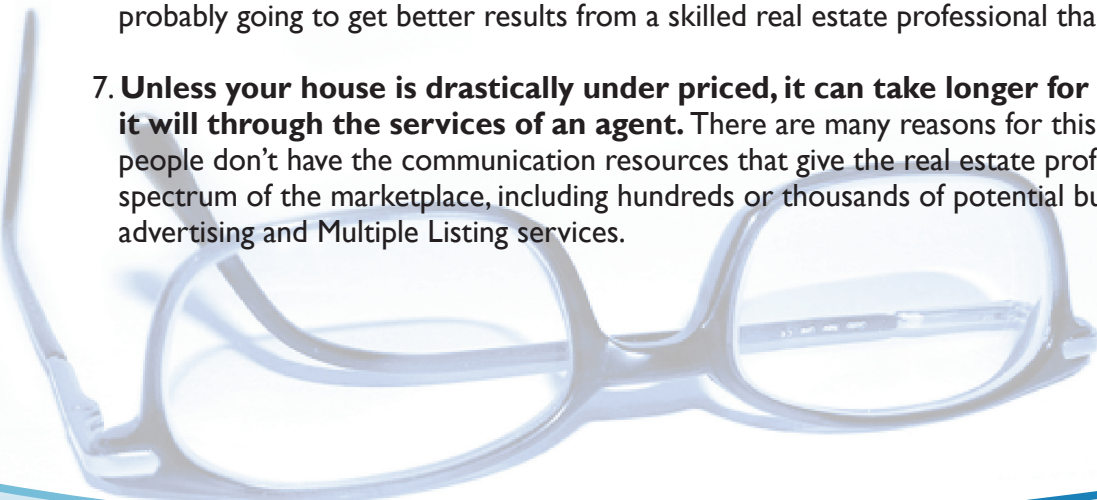




top 10 reasons you need a real estate professional

- 1. A real estate transaction is complicated.** In most cases, buying or selling a home requires disclosure forms, inspection reports, mortgage documents, insurance policies, deeds, and multi-page government-mandated settlement statements. A knowledgeable guide through this complexity can help you avoid delays or costly mistakes.
- 2. Selling or buying a home is time consuming.** Even in a strong market, homes in our area stay on the market for an average of ____ days. And it usually takes another 60 days or so for the transaction to close after an offer is accepted.
- 3. Real estate has its own language.** If you don't know a CMA from a PUD, you can understand why it's important to work with someone who speaks that language.
- 4. Real estate agents are experts who have done it before.** Most people buy and sell only a few homes in a lifetime, usually with quite a few years in between each purchase. And even if you've done it before, laws and regulations change. That's why having an expert on your side is critical.
- 5. Real estate professionals provide objectivity.** Since a home often symbolizes family, rest, and security, not just four walls and roof, home selling or buying is often a very emotional undertaking. And for most people, a home is the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you keep focused on both the business and emotional issues most important to you.
- 6. The decision to sell your home yourself could be a dangerous one.** It looks simple but in reality it is terribly complex. It requires specialized knowledge, financial resources, and a considerable amount of time. Buying a house is the largest and most important financial investment you will make. **Because it is important you owe it to yourself and your family to see that you get optimum results.** You're probably going to get better results from a skilled real estate professional than from your own efforts.
- 7. Unless your house is drastically under priced, it can take longer for you to sell it privately than it will through the services of an agent.** There are many reasons for this but the principal one is that most people don't have the communication resources that give the real estate professional access to the entire spectrum of the marketplace, including hundreds or thousands of potential buyers through the use of advertising and Multiple Listing services.





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- 8. Cost.** Real estate companies spend thousands of dollars in advertising to entice a sufficient number of potential buyers to look at your property. You, trying to sell your own home, are competing with the real estate companies for those buyers. Unless you spend the same kind of money you're not going to achieve the same kind of results. **Consider: It can cost as much as \$100 just to have a sign painter make you up a professional looking sign for your front lawn.** When you use a professional, the real estate commission covers all these costs, plus **it buys you the talents, skills, and experience of that professional.** Better yet, if there is no sale there is not a cost to you regardless of how much time and money your Real Estate professional spent trying to market your home.
- 9. Privacy and safety.** The minute you become a **'for sale by owner'** every curiosity seeker can knock on your door or ring you on the phone and say, "I want to wander through your house." Do you really want to spend your evenings and weekends guiding strangers through your house? An "open house" will occupy you for that whole period of time. Your agent does these things every day and has strategies for weeding out "window shoppers."
- 10. REALTORS®** are members of the **NATIONAL ASSOCIATION OF REALTORS®**, a trade organization of more than 1 million members nationwide. **REALTORS®** subscribe to a stringent code of ethics that helps guarantee the highest level of service and integrity.

Sources: realtor.org & jurock.com

