

Why Pay A Commission?



Homeowners attempting to sell their home without the assistance of a real estate professional generally do so for one reason only: **to avoid paying a commission fee.**

Is it worth it? Only the homeowner can answer that, but experience has shown that many for-sale-by-owners find that it isn't. Before making a costly mistake, consider the benefits, from A to Z, you receive from working with a trained real estate professional.

Advertising—agents normally have proven marketing strategies

Bargain—research shows that 77% of sellers felt their commission was well spent

Contract Writing—an agent can supply standard forms to speed the transaction

Details—an agent frees you from handling the many details of selling a home

Experience and **E**xpertise—in marketing, financing, negotiations, and more

Financial Know-How—an agent is aware of the many options for financing a sale

Glossary—a real estate professional understands, and can explain, real estate lingo

Homework—agents are informed through research and experience in your market

Information—if you have a real estate question, an agent will know (or can get) the answer

Juggle Showings—an agent will schedule and handle all showings

Keeps Your Best Interests in Mind—it's an agent's job

Laws—a real estate professional will be up-to-date on real estate laws that affect you

Multiple Listing Service—the most effective means of bringing together buyers and sellers

Negotiation—an agent can handle all price and contract negotiations

Open Houses—a popular marketing technique organized by the agent

Prospects—an agent has a network of contacts that can produce potential buyers

Qualified Buyers—an agent can help avoid opening your home to curiosity seekers

Realtor[®]—an agent is a member of the National Association of Realtors[®] and subscribes to a strict code of ethics

Suggested Price—an agent will do a market analysis to establish a fair price range

Time—one of the most valuable resources in an agent

Unbiased Opinion—most owners are too emotional about their home to be objective

VIP—that's how you will be treated by your agent

Wisdom—a knowledgeable agent can offer the wisdom that comes with experience

X Marks the Spot—an agent is right there with you through the final signing of the papers

Yard Signs—an agent provides a professional sign, encouraging serious buyers

Zero-Hour Support—selling a home can be an emotional experience; an agent can help throughout the process