

## 7 REASONS WHY YOU SHOULD SELL BY OWNER\*

1. **Less hassle and frustration:** When selling by owner, you don't have to leave the house because an agent wants to show it, or clean it every morning before leaving, "just in case." You know when people are coming and can prepare accordingly. When a buyer makes an offer, there's no frustrating back and forth telephone tag between agents to reach an agreement. It can be done in 10 minutes and end in a friendly handshake and smile between you and the buyer.
2. **You can "sell" your home better than anyone else:** You know your home best – the schools, neighborhood, what is special about the area and your home, as well as other details about the property. A well maintained, fairly priced home virtually sells itself. Your role is simply to provide additional information.
3. **You're in control:** You can advertise where and when you want to (not sit by in frustration because "they're not doing enough"). Schedule showings when it's convenient for you, talk directly with prospective buyers yourself, even take your home off the market for a while if you can't find the right home for yourself. You aren't obligated to a 3, 6, or 12 month contract...you make the rules.
4. **More \$\$\$ in your pocket:** Calculate 6% of what you think your property is worth, then ask yourself: is it worth paying this much to someone else to show your property, act as a go-between to negotiate the sale and coordinate closing schedules with the lender and lawyer? Unless your name is Trump, chances are the answer is "no!"
5. **You can sell faster:** If you list your house with a real estate agent, you'll probably have to inflate your asking price to cover the commission amount... Three to six months down the road, you'll come to the painful realization that no one is going to buy at that price, and you'll end up reducing your price (or accepting an offer) equal to the original amount you would have asked if selling by owner.
6. **Less uncertainty:** Because you meet your prospective buyers, you have a much better idea how interested people are, what they like about your home, how serious they are about buying and what their time frame and situation is. The direct feedback is easier to live with than wondering how things are going or worse, why no one has made an offer yet.

**It's EASY!!** "If you can sell your own car, you can sell your own home...it's that simple" said one of our recent sellers. He's right, once you find a buyer, lenders and lawyers take over.

## 7 REASONS WHY YOU SHOULD USE A REALTOR®

1. **More hassle and frustration if you don't:** Buyers will demand to see your home on their schedule-not yours. Are you available 7 days a week? Notice? Buyers will knock on your door to view your house. Are these qualified buyers? Buyers will make "low ball" offers just because they know you are not paying a commission. The Realtor is an objective 3<sup>rd</sup> party who negotiates in his client's best interest. If it is done in 10 minutes, be careful!
2. **Are you an experienced residential "seller"?** Realtors "sell" homes for a living. Experience is always valuable-does your employer value it? You should too! A good Realtor takes the home owners knowledge and local experiences and incorporates them into the home marketing plan when needed.
3. **You're in control:** yes you are! Your Realtor works for you-only! Any advertising/marketing plan will be worked out with you. Showings are scheduled at a good time for you. You are called on every Buyer request before the appointment is approved. Yes a Realtor will remind you, correctly, that you must show your house to sell it. A contract is required-as in any business.
4. **More \$\$\$ in your pocket: YES!** FSBO survey after survey has consistently reported that Realtors sell like homes for 11 to 23% more. Even after the 2 to 4% listing commission, this leaves a lot more money in your pocket. 85% of homes are sold through Realtors and sellers often say they appreciate the agent's follow up on the details.
5. **You can sell faster-faster than what?** Unless you have a friend lined up to buy you must market your home. Inflating your price will result in no sale. You should sell at current market value. A fast sale usually indicates a below market value sale. A Realtor works to get the selling price to the market value. Generally a home owner does not know how to market his home or achieve its market value at sale.
6. **Less uncertainty:** about what? A Realtor has knowledge about the buyer. Is he mortgage qualified? Where does he live? He may have shown the buyer many properties and gained insight and knowledge of him through being with him in many settings. You have only learned of him in one context-his proposal to you. A buyer is going to be guarded with you, just as you will be with him.

**It's EASY!!** Yes! That is why you have a Realtor market and sell your home. Unless you have dozens of hours a week to give away, knowledge of state residential laws, are available at all times, and are experienced at selling big ticket discretionary items, what could be easier for you to do than turn to a Realtor to sell your home?