

In today's Internet age, the value of REALTORS® has never been more important or misunderstood.



This information is brought to you by a member of the Austin Board of REALTORS®. Whenever you buy, sell or lease real estate, make sure your agent is a REALTOR®. For more information about Austin REALTORS®, visit Austinhomesearch.com

The most common myth about REALTORS® is that their sole value is their access to the Multiple Listing Service (MLS). Though their ability to unite buyers and sellers through the MLS is important, their true value lies in their role as a project manager and advocate for clients. From pricing your home to sell at the highest value to providing insight on school districts for your next purchase, REALTORS® add value every step of the way.

Preparation For Sale

Every home seller knows that *small details can mean big dollars* when it comes to your home's appearance. Your REALTOR® is skilled in recommending repairs or cosmetic work that is proven to minimize time on the market and maximize prospect interest and sale price.

A REALTOR® can take care of the details

Expert Knowledge

Your REALTOR® has the most up-to-date *market knowledge* for pricing and financing a home and knows the terms and condition of competing properties in your area. It's their business to know things like new developments expected in your prospective neighborhood that could *impact home values* or zoning laws. They are also versed in utility issues that should figure into setting the sale price of your home.

A REALTOR® knows the Central Texas home market

Marketing

Effectively marketing your home is a huge undertaking for which most home sellers simply don't have the time. Your REALTOR® not only has the time and resources, but also will *know best* how to use flyers, open house days and their personal networks to find qualified buyers for your home.

Coordination

Selling a home involves *many steps and a myriad of professionals* — from inspectors and appraisers to repairmen and title companies. Your REALTOR® will help you coordinate this complex process, connect you with service providers they know and trust and ensure all aspects of your home sale are compliant with real estate law.

A REALTOR® has the professional resources

Negotiation

Real estate transactions are complex, and negotiations occur at many steps throughout the process. REALTORS® not only have the *experience and expertise* to know when and how to negotiate within the transaction, they are also trained and experienced in objectively evaluating offers from buyers.

A REALTOR® has the experience and expertise

Time Savings

In choosing to work with a REALTOR®, many consumers are concerned with one thing: time. Is it possible to find the information needed to buy or sell a home on your own? Sure. But the time required to educate yourself on real estate law; research home values and trends in your area; manage inspections, appraisals and repairs; create and distribute marketing pieces; make yourself available for showings; coordinate all the paperwork for closing; and complete the many other activities related to selling a home is overwhelming and unrealistic. For most consumers, it is *simply not worth the time* required.

A REALTOR® understands your time is precious