

Why Use A Realtor When Selling?

1. **Setting the price:** The selling process generally begins with determining a reasonable asking price. Realtors® know the local market, have access to the freshest sale data, and can price your house in line with the market to maximize your earnings.
2. **Fiduciary responsibility:** When you work with a Realtor®, their fiduciary responsibility is to *you*. That means you have an expert who is looking out for your best financial interests, an expert who's contractually bound to do everything in their power to protect you.
3. **Help finding the right home, beyond square footage and baths:** Realtors® live and breathe real estate, and they can share information about a home that you wouldn't otherwise know. Your Realtor® can go beyond the aesthetics and tell you important details about homes you're considering.
4. **Contracts and negotiations:** Finding the right home is the fun part. Then the real work begins. Today's contracts can be 50 pages long — not counting addendums and riders. Realtors® can help you navigate these complex documents and craft an attractive offer that makes sense for you. Plus, when it comes to negotiation, your Realtor® is *your* advocate and can bring an objective voice to a very subjective situation.
5. **Security:** When a property is marketed with an agent's help, you do not have to allow strangers into your home. Agents will generally pre-screen and accompany qualified prospects through your property.
6. **Marketing:** Marketing includes the exposure of your property to other real estate agents and the public. Your agent acts as the marketing coordinator, disbursing information about your property to other real estate agents through a Multiple Listing Service or other cooperative marketing networks, open houses for agents, etc. Your real estate agent will know when, where and how to advertise your property. There is a misconception that advertising sells real estate.