

## **Benefits of Using a REALTOR® to Sell your Home**

*Selling your home is a complex process that can be stressful and time-consuming. An experienced REALTOR® has the knowledge, skills, and connections to help you through the process every step of the way. Consider the following benefits of working with a REALTOR®:*

### **Professional Experience:**

With knowledge and training in marketing strategy, negotiation tactics, and the workings of the current real estate market, a REALTOR® will be able to guide you through the steps of the home-selling process and be able to explain exactly what to expect. S/he will make you aware of your rights and responsibilities, work with you to strategize the best moves according to your own goals, discuss financing options, and point you in the direction of other specialized professionals who will aid you in different stages of the process.

### **Best Price:**

REALTORS® have their fingers on the pulse of the current real estate market, and will know what comparable properties in your area are selling for. They have the resources and knowledge to establish the best asking price and to attract the highest selling price. With access to their company's professional marketing resources and connections, they will ensure potential buyers are immediately made aware of your home and market the property to sell as quickly as possible and for the most money.

### **“Showcasing” Experience:**

Your REALTOR® will know the importance of a property's first impression. S/he will have experienced first-hand, for example, the impact a property's “drive-up appeal” has on the rest of a potential Buyer's experience of your home. Your REALTOR® will be able to offer you tips and information on how to get your home in the best selling shape possible, in order to sell your property quickly and for top dollar.

### **Access to Qualified Buyers:**

REALTORS® save time and effort by dealing only with qualified buyers. They have access to a pool of pre-screened and pre-qualified buyers who are serious about buying a home in your neighbourhood. REALTORS® work hard to develop this base of qualified buyers which will become an invaluable resource for you.

### **Negotiation Skills:**

REALTORS® serve many functions, but perhaps the most important is their role as primary negotiator on your behalf. Your REALTOR® realizes your goal is to sell your home as quickly as possible, and for the most money possible, and will work closely with you during the negotiation process to facilitate this goal. REALTORS® bring to the process the knowledge

and skills to draw up legally binding contracts, to assist in negotiating offers and counter-offers, and to offer counsel and perspective as you work toward your selling goals.