

# Weighing THE OPTIONS

For Sale By Owner

vs.

Real Estate Professional

## Do you know how to prepare your home for sale?

A real estate professional can make educated suggestions based on past experience that will aid in a professional presentation.

## Are you knowledgeable in setting the right price for your home?

A real estate professional has specialized training and the ability to formulate a comparative market analysis to price your home competitively. Additionally, a real estate professional will consider current market conditions when pricing your home.

## Do you know the most effective way to advertise?

Choosing a real estate professional will gain exposure to a network of other real estate professionals, many with prospective buyers. In addition, a real estate professional will manage the advertising of your property.

## Are you prepared to qualify a legitimate buyer?

A real estate professional can assist in determining if prospective buyers are pre-qualified in two ways:

1. Are they financially able to purchase your home?
2. Are they truly interested or on a sight-seeing tour?

## Do you have the ability to negotiate the sale?

A real estate professional has no emotional ties with the property and can handle negotiations about price, terms and amenities in a more objective fashion.

## Are you prepared to field all the calls and make time to set and keep all appointments?

A real estate professional will receive most of the calls and will schedule appointments accordingly.

## Do you understand the steps that take place after an agreement has been reached?

A real estate professional understands the closing process and can prepare you for what is expected of you throughout the transaction.

Before choosing to sell your home on your own, please weigh these questions and answers. At First American Title we want to ensure your real estate experience is a positive one.



**First American Title™**

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