# When Selling Your Own Home Consider :

- You have but one property to show; today, homes are bought by comparison.

- Do you know tastes and requirements of the buyer? Do you have first-hand knowledge of competitive values?

- Do you know how to write a contract that is certain to be valid?

- The buyer is timid about discussing his financial status with you and you are similarly reluctant.

- Do you have time to leave your job to help the buyer arrange his financing? Do you have expert knowledge of the current home loan market?

- You cannot readily negotiate price with a buyer. But, the third party, your real estate professional, can work out the negotiations.

- The average visitor will not admit freely to you his like or dislikes, yet these must be brought into the open.

- You may make needless outlays to improve your property for selling; the real estate professional's experience can save you needless expense.

- You cannot "follow-up," since this at once will be interpreted as your anxiety to sell in a hurry.

- You hear conflicting suggestions from well-meaning friends; the real estate professional has answers from experience.

- You may show your property to 100 would-be-buyers, spend your time, money and effort -and eventually pay a commission to a broker who properly screens prospective purchasers.

- You may accept an insincere offer and then spend months, perhaps in litigation, to free your property in order to put it on the market once more.

- You may find buyer's and seller's personalities conflict, thereby losing a good sale. The real estate professional, as a third party, can diplomatically consummate the sale.

- Most buyers seek the service of reputable brokers because they realize the pitfalls of direct negotiation.

- The real estate professional will enlist the services of fell real estate people, giving the owner the advantage of his entire local sales market.

- The real estate professional will price the property to sell at a fair market figure. The average owner overprices but eventually accepts a price below the market value.

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