



Why Pay a Commission?

Homeowners attempting to sell their home without the assistance of a real estate professional generally do so for one reason only: to avoid paying a commission fee.

Is it worth it? Only the home owner can answer that, but experience has shown that many for-sale-by-owners find that it's not. Before making a costly mistake, consider the benefits, from A to Z, you receive from working with a trained real estate professional:

Advertising - Agents normally have proven marketing strategies.

Bargain - Research shows that 77% of sellers felt their commission was "well spent."

Contract Writing - An agent can supply standard forms to speed the transaction.

Details - An agent frees you from handling the many details of selling a home.

Experience and Expertise - In marketing, financing, negotiations, and more.

Financial Know-how - An agent is aware of the many options for financing a sale.

Glossary - A real estate professional understands, and can explain, real estate lingo.

Homework - Agents are informed through research and experience in your market.

Information - If you have a real estate question, an agent will know (or can get) the answer.

Juggle Showings - An agent will schedule and handle all showings.

Keeps Your Best Interests in Mind - It's an agent's job.

Laws - a real estate professional will be up-to-date on real estate laws that affect you.

Multiple Listing Service - The most effective means of bringing together buyers and sellers.

Negotiation - An agent can handle all price and contract negotiations.

Open Houses - A popular marketing technique.

Prospects - An agent has a network of contacts that can produce potential buyers.

Qualified Buyers - Avoid opening your home to curiosity seekers.

Realtor® - An agent who is a member of the National Association of Realtors® and subscribe a strict code of ethics.

Suggested Price - An agent will do a market analysis to establish a fair price range.

Time - One of the most valuable resources in an agent.

Unbiased Opinion - Most owners are too emotional about their home to be objective.

VIP - That's how you will be treated by your agent!

Wisdom - A knowledgeable agent can offer the wisdom that comes with experience.

X Marks the Spot - An agent is right there with you through the final signing of papers.

Yard Signs - An agent provides a professional sign, encouraging serious buyers.

Zero-hour Support - Selling a home can be an emotional experience. An agent can help.



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