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 than 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.