

Benefits of using a listing agent

You might ask yourself, “Why use a real estate agent to sell my home?” There are a number of services and plenty of expertise a real estate agent can provide. Those benefits outweigh the fee involved in having an expert on your side, and the side of the Buyer. These are key factors in marketing your home and selling it at the best price.

Real estate agents provide local housing market expertise

- The selling process generally begins with a determination of a reasonable asking price. They have access to a comprehensive list of comparable homes and understand the value of homes in your area. They can guide you to setting the right price for your home, one that will allow you to both pocket as much money as you can while selling in a timely manner.
- Your real estate agent or Realtor can give you up-to-date information on what is happening in your local marketplace, as well as the price, financing, terms and condition of competing properties. Taking into consideration the current market conditions, they can strategize ways to craft the optimal selling approach, with the goal of earning the highest possible return on your home.
- Often, your agent can recommend repairs or cosmetic work that will significantly enhance the salability of the property. They can recommend the specific home improvements that matter most to buyers in your area.

Marketing your property

- Marketing exposes your property to the public as well as to other real estate agents through a Multiple Listing Service, other cooperative marketing networks, open houses for agents, and so on. In many markets, a substantial portion of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. The Realtor Code of Ethics requires Realtors to use these cooperative relationships when they benefit clients.
- They can hire a professional photographer to take great listing photos.
- Creating an enticing listing description of a property is an art form, and a skilled agent can call out features local buyers are looking for.
- They list your property on the MLS and online real estate sites. In fact, agents have access to more listing outlets than sellers who are listing on their own.
- They host open houses and showings, physically showing your home to buyers.
- They serve as a buffer between you and all potential buyers, fielding calls, answering questions, and scheduling showings, and gathering feedback.
- An agent will also know when, where and how to advertise—which medium, format and frequency will work best for your home and your market. Though advertising can be valuable, the notion that advertising sells real estate is a misconception. National Association of Realtors studies show that 82 percent of real estate sales are the result of agent contacts from previous clients, referrals, friends, family and personal contacts.

Providing security

- When a property is marketed with an agent's help, you do not have to allow strangers into your home. Buyer's Agents will prescreen and accompany qualified prospects through your property.

Negotiating your real estate deal

- Your agent can help you objectively evaluate every buyer's proposal without compromising your marketing position. This initial agreement is only the beginning of a process of appraisals, inspections and financing—a lot of possible pitfalls. Your agent can help you write a legally binding contract that will be more likely to make it through the process.

Monitoring, renegotiating and closing

- Between the initial sales agreement and the closing (or settlement), questions may arise. For example, there are unexpected repairs that require the buyer to obtain financing, or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. Your agent is the best person to objectively help you resolve these issues and move the transaction to closing.

Real estate agents ease the selling process

- Selling a home comes with a lot of paperwork, and your real estate agent will handle it all.

- Professional real estate agents keep an eye out for deal loopholes and unusual requests, and the fine print.
- In a multiple-offer situation, they'll help you identify the pros and cons of each offer, making your decision easier.
- They'll recommend when you should counteroffer and when you should accept the deal.