



## **REPORT: WHY HIRE A PROFESSIONAL REALTOR®**

Have you been thinking about selling your home? With equity levels gaining value once again, now might be a good time. Perhaps you're concerned about the costs involved in selling a property. Before you make any decisions, consider talking with a professional Realtor®. A qualified, competent real estate agent will help you navigate the myriad of decisions that arise when selling or buying a home. An agent provides value to the homeowner in many ways.

A professional Realtor®:

- ✓ Pays for all marketing and advertising costs.
- ✓ Adds experience and expertise in all aspects of the sales process including marketing, financing, negotiations and more.
- ✓ Handles all showings.
- ✓ Brings a network of known, trusted real estate professionals. If your agent doesn't have the answer, he or she likely knows someone who does.
- ✓ Always has your interests in mind so you always have someone on your side.
- ✓ Can handle and advise on all price and contract negotiations.
- ✓ Provides you with all the possible options and opportunities without holding back.
- ✓ Gives an unbiased, realistic view of your home and your options. Unlike buyers and sellers, an agent has no emotional attachment to property.
- ✓ Has the knowledge to help you ask the right questions.
- ✓ Being a third party, potential buyers are more likely to tell your agent the truth about your home, even if it is unflattering. This objective viewpoint will help you make the necessary changes to get your home sold.

Bottom line: Your time is valuable. A professional Realtor® allows you to spend your time how you want, while helping you save money at the same time.