

# 10 REASONS TO LIST WITH A REALTOR®



## PRICE.

Homeowners who sell their homes on their own typically generate \$46,000 less than homeowners who work with a Realtor.\*

## ACCESS TO BUYERS.

Through the Multiple Listing Service, professional contacts and their own database of prospects, Realtors can help you reach the widest range of customers.



## MARKETING EXPERTISE.

Realtors know the best ways to advertise to attract buyers, plus they can use the marketing muscle of their brokerage to promote your home.



## TIME.

Realtors have the time and expertise to handle open houses, showings, inspections and the dozens of other tasks that would take you away from your work and regular routine.



## SALES SKILLS.

Realtors can evaluate your home and suggest improvements to get you maximum value, and they're skilled at handling showings to generate a positive response.

## EXPERIENCE HANDLING PAPERWORK.

Buying or selling a home involves reams of paperwork that can be hard to understand. Realtors thrive in this world.



## NEGOTIATION SKILLS.

With years of bargaining experience and expert understanding of the market, Realtors can help you close the deal at the price and terms you want.



## KNOWLEDGE OF NEIGHBORHOODS.

Realtors know local communities cold and can help you find a replacement home in the nicest neighborhood and with the best schools.



## ADVICE AFTER CLOSING.

An experienced Realtor will continue to support you as questions pop up after the deal is done.

## KNOWLEDGE OF SERVICE PROVIDERS.

Realtors can refer you to their network of top-quality lenders, lawyers, inspectors and repair people to make sure you get the best result in every stage of your deal.



\*The typical FSBO home sold for \$184,000 compared to \$230,000 for agent-assisted home sales. – NAR 2014 Profile of Home Buyers and Sellers