

WHY PAY A COMMISSION?

The Benefits From A to Z!

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

Is it worth it? Only the homeowner can answer that, but experience has shown that many For Sale By Owners find that it's not. In fact, 91% of For Sale By Owners eventually end up listing with a REALTOR®.

Before making a costly mistake, consider the benefits from A to Z that you receive from working with a trained real estate professional.

Advertising—The broker pays all the advertising costs.

Bargain—Research shows that 77% of sellers felt their commissions were “well spent.”

Contract Writing—The REALTOR can supply standard forms to speed the transaction.

Details—A REALTOR frees you from handling the many details of selling a home.

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

Financial Know-How—A REALTOR is aware of the many options for financing the sale.

Glossary—A real estate professional understands and can explain real estate lingo.

Homework—A REALTOR will do homework on how to best market your home.

Information—If you have a real estate question, a REALTOR will know (or can get) the answer.

Juggle Showings—A REALTOR will schedule and handle all showings.

Keeps Your Best Interests in Mind—It's a REALTOR's job.

Laws—A real estate professional will be up to date on real estate laws that affect you.

Multiple Listing Service (MLS)—The most effective means of bringing together buyers and sellers.

Negotiations—A REALTOR can handle all price and contract negotiations.

Open Houses—A popular marketing technique.

Prospects—The broker has a network of contacts who can produce potential buyers.

Qualified Buyers—Avoid opening your home to “curiosity seekers.”

REALTOR—A member of the National Association of REALTORS (NAR) who subscribes to a strict code of ethics.

Suggested Price—The REALTOR will do a market analysis to establish a fair-market price range.

Time—One of the most valuable resources in a REALTOR.

Unbiased Opinion—Most owners are too emotional about their homes to be objective.

V.I.P.—That's how you'll be treated by your REALTOR.

Wisdom—A knowledgeable REALTOR can offer the wisdom that comes with experience.

X Marks the Spot—A REALTOR is right there with you through the final signing of papers.

Yard Signs—A REALTOR provides a professional sign, encouraging serious buyers.

Zero-Hour Support—Selling a home can be an emotional experience. A REALTOR can help.

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