



## 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 homeowner can answer that, but experience has shown that many for-sale-by-owners find that it is not. Before making a costly mistake, consider the benefits, from A to Z, you receive from working with a trained professional.

**A**dvertising - Magazines, newspaper, brochures: all create exposure.

**B**argain - Research shows that 77% of sellers felt their commission was "well spent".

**C**ontract writing - An agent not only has the forms; they know how to effectively complete the contract.

**D**etails - An agent frees you from the many details of selling a home.

**E**xperience and Expertise - in marketing, financing, negotiations and more.

**F**inancial know-how - An agent is aware of the many options for financing the sale.

**G**lossary - A real estate professional understands, and can explain, real estate lingo.

**H**omework - An agent will do the homework on how best to market your home.

**I**nformation - If you have a real estate question, an agent will know (or can get) the answer.

**J**uggle showings - An agent will schedule and handle all showings.

**Keeps your best interests in mind** - It's an agent's job.

**L**aws - A real estate professional will be up-to-date on real estate laws that affect you.

**M**ultiple Listing Service - The most effective means of bringing together buyers and sellers.

**N**egotiation - An agent can handle all price and contract negotiations.

**O**pen Houses - A popular marketing technique.

**P**rospects - An agent has a network of contacts to produce buyers.

**Q**ualifies buyers - Avoid opening your home to curiosity seekers.

**REALTOR®** - An agent who is a member of the National Association of REALTORS® and subscribes to a strict code of ethics.

**S**uggested price - An agent will do a market analysis to establish a fair price range.

**T**ime - One of the most valuable resources in an agent.

**U**nbiased opinion - - Most owners are too emotional about their home to be objective.

**V**IP - That's how you will be treated by your agent.

**W**isdom - 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.

**Y**ard sign - An agent provides a professional sign, encouraging serious buyers.

**Z**ero hour support - Selling a home can be an emotional experience. An agent can help.