

# How can a REALTOR® help you sell your home?

**According to a study conducted by the National Association of REALTORS®, the median sale price of a home sold by its owner was \$185,000 in 2016. An agent-assisted home sold at a median price of \$245,000 – A staggering difference of \$60,000.**

**1. When selling your home, your REALTOR® can give you up-to-date information on what is happening in the marketplace** and the price, financing terms, and condition of competing properties. These are key factors in getting your property sold at the best price quickly and with minimal hassle.

**2. Your REALTOR® markets your property to other real estate agents and the public.**

Your REALTOR® can recommend repairs or cosmetic work that will enhance the salability of your property. In many markets across the country, over 50% of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. Your REALTOR® acts as the marketing coordinator, disbursing information about your property to other real estate agents through a Multiple Listing Service or other cooperative marketing networks, open houses for agents, etc. The REALTOR® Code of Ethics requires REALTORS® to utilize these cooperative relationships when they benefit their clients.

**3. Your REALTOR® will know when, where, and how to advertise your property.** There is a misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82% of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal contacts. When a property is marketed with the help of your REALTOR®, you add a buffer between yourself and the strangers coming into your home. A REALTOR® will pre-screen prospective purchasers to qualify them and generally will accompany prospects through your property.

**4. Your REALTOR® 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 — many possible pitfalls. Your REALTOR® can help you write a legally binding, win-win agreement that will be more likely to make it through the process.

**5. Your REALTOR® can help close the sale of your home.** Between the initial sales agreement and closing (or settlement), questions may arise. For example, unexpected repairs are required to obtain financing or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. Your REALTOR® is the best person to help you resolve these issues and move the transaction to closing (or settlement).