

CUTTING OUT *a Real Estate Agent* COULD COST YOU!



In an attempt to make the most from your home sale, you may consider eliminating a real estate agent as a cost-saving tactic, but that's a mistake.

Real Estate Agents Have a Network of Buyers

Agents can access networks of potential buyers you may not have access to. Real estate agents have often spent years building strong networks of clients, as well as networks with other agents, that can help them get the word out about your home.

You Could Be Leaving Yourself Open to Legal Battles

If you don't hire a real estate agent, you will probably still need to consult with a real estate attorney to ensure you complete the legal paperwork correctly and properly list seller disclosures. Even if you made an honest mistake, you could find yourself liable for breach of contract or even fraud—and that could cost you far more than an agent's commission fee.

Selling Your Home is a Full Time Job

Attempting to sell your home, while also working a job and managing family life, is a juggling act. Many sellers who try to go it alone end up dropping one of the balls along the way. You'll probably have to spend a lot of your free time on the selling process. Sellers who don't commission a real estate agent must also make themselves available to show the home to potential buyers, so you may find yourself rushing from your job to meet a seller for a walkthrough.

There's a Psychological Aspect to Selling a Home

Whether you have lived in your home for only a short time, or many years, there's an emotional aspect to selling that many sellers don't realize. Taking emotion out of responding to low offers, rejections, and following up can result in a better final price for your home. Real estate agents can negotiate with potential buyers without seeming too eager and won't let buyer rejections or comments affect the negotiation process.

Selling your home is one of the most complicated transactions you'll ever make. Having an experienced partner throughout the process can actually **SAVE** you money **AND** help you avoid expensive mistakes!



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*Your Home, Your Journey, My
Passion*



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