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## TEN GOOD REASONS FOR USING A REALTOR

It is unlikely that you can afford to gamble with what has probably been the largest single investment you have made, namely your home. You may be surprised to learn, however, that some people are willing to take that chance.

Selling a home without the help of a REALTOR is not as easy as it may appear to the uninitiated. Ask yourself the following: Do I know its true market value? Am I aware of the legal "ins and outs"? Can I arrange suitable financing? Can I qualify a potential buyer? Can I negotiate to a successful close? Can I write an enforceable contract?

In today's market, you get what you pay for and if you want the job done right, you use a professional. Today's complex market demands expertise and market resources not available to the average citizen. There are several very compelling reasons why you should enlist the professional services of a REALTOR. Consider the following:

1. Chances are your REALTOR can get you a higher price for your property than if you tried to sell it yourself.
2. You will likely sell your home a lot faster when you use the services of a REALTOR.
3. Listing your home for sale through a REALTOR on the Victoria Real Estate Board's Multiple Listing Service® (MLS®) means you get the widest possible exposure for your home. MLS® is a cooperative marketing system designed to bring sellers and buyers together.
4. REALTORS have the skills and resources to market your home effectively.
5. Your REALTOR knows your neighbourhood — they assess market conditions and property values daily.
6. Your REALTOR has been educated on the complex laws and regulations in real estate and is trained to put together a legally binding contract.
7. Negotiating price is an art. Your REALTOR will negotiate objectively in order to get the best possible price for your home.
8. REALTORS are on call and are usually available seven days a week to show your home.
9. Your REALTOR is aware of the many options available for financing the sale, and has the latest information on mortgages.
10. Moving up or down? Your REALTOR can open the doors to thousands of properties through MLS® and provide you with an up-to-date computerized list of homes suited to your needs, wants and budget.

If you are serious about selling your home, then you should seriously consider using the experts. REALTORS are real estate marketing specialists. Let them deliver the professional service you deserve.