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SELLING YOUR HOME: WHY USING A REALTOR MAKES SENSE

If you have been thinking about selling your home, perhaps you have been toying with the idea of trying to sell it yourself to save paying a commission to a REALTOR. However, when you consider the amount of time needed to market your home along with the costs of advertising and other incidentals, you may be surprised to discover that not only are you unlikely to save much, it will also likely take much longer to sell your home privately. There is also the chance that you may not get as much for your home.

Consider also all the documentation, negotiation, and legalities involved in selling a home. It is a tremendous responsibility to single-handedly manage a transaction involving what is probably the largest purchase you have ever made.

Is your time valuable? You will have to consider how much your time is worth and whether you are prepared to sacrifice much of it to show your home to potential buyers. Keep in mind that without the help of a trained REALTOR you will not necessarily be able to distinguish the serious buyers from people who are merely browsing.

MLS® And You

You want to ensure that the maximum number of potential buyers learn about your home. That's why it makes sense to work with a REALTOR. REALTORS have access to the Multiple Listing Service® (MLS®) system. MLS® and REALTOR service offer you a tremendous marketing combination. When a REALTOR lists your home on MLS® it gives your home maximum exposure to all other REALTORS in the Victoria area (members of the Victoria Real Estate Board). As most buyers also work with a REALTOR, this ensures exposure to a broad range of interested people.

Objectivity

For most people, selling a home is an emotional experience and you will not necessarily be as objective as a REALTOR would be about the value of your home when negotiating a deal. Because of this you may not get the best possible price for your home.

REALTORS are highly trained individuals who use their special skills to evaluate your home and suggest a suitable price range, giving you peace of mind and realistic expectations.

And There is More

A REALTOR will make appointments to show your home to potential purchasers and act as a mediator to head off potential conflicts between you and your buyer. A REALTOR will also draw up a legally binding contract to assist you with all the details required to complete the transaction successfully — including presentation of offers.

So if you are thinking of selling your home on your own, think again and carefully consider the numerous advantages of working with a highly trained professional - a REALTOR.

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