



What to Expect from Your REALTOR®

REALTORS® help you get the most for your home and they remove stress and confusion from the process. Here are just some of the advantages.

- * Your REALTOR® becomes your home's champion, your voice in real estate.
- * When you sign a "Listing Agreement" with your REALTOR®, this is their promise that they will use their skills and resources to get you the best deal for your home.
- * REALTORS® know how to attract the most potential buyers.
- * Your REALTOR® is an expert home promoter, connected to a network of other REALTORS® and their buyers.
- * They know how to write compelling ads for your home and only REALTORS® can place your home on the Multiple Listing Service® as well as many syndication sites.
- * REALTORS® will help you increase your homes "sale-ability".
- * You probably have an emotional attachment to your home and therefore can't view it objectively. Your REALTOR® will help you present your home in the best possible light, so buyers will fall in love with it more easily.
- * Legal know-how? THEY know how.
- * A mishandled document can ruin a sale, or lead to legal action. Your REALTOR® has the experience to recognize potential hurdles early and the resources to help you find solutions and get the process back on track quickly.
- * Market Knowledge – To help you get the most for your home.
- * REALTORS® are masters of reading the market and recommending the best price for your home. A REALTORS® experience literally pays!
- * They have educated negotiation skills, allowing them to keep the deal on track.
- * REALTORS® are indispensable when it comes to bargaining with buyers. Tempers can flare and heels can dig on.
- * Your REALTOR® is an expert at smoothing things out. Let them help YOU today.