

## Why I need a Real Estate Agent

Selling your home can be an emotional experience. In fact, research reveals that a real estate transaction is one of life's top stressors, second only to divorce. Under some circumstances, sellers may wish to handle the sale of their home on their own. While a FOR SALE BY OWNER may have some pros, it also has its cons.

With all the many different moving parts involved in selling a home, here are eight very valid reasons to have a real estate agent.

### Timing the market

When selling your home, timing is everything. A real estate agent has the expertise and resources to make sure your property hits the market at a perfect time. The longer your home sits with that "For Sale" sign, the less desirable it will be to potential buyers. They are likely scouring listings daily, so seeing the same home reappearing time after time can raise some red flags.

### Pricing your property

While a homeowner likely has his or her own expectations for what their house is worth, a REALTOR® will approach it from perspectives the homeowner may not have considered, including the location and comparable sales in the area. An experienced real estate agent can advise you on how to price your home to achieve your goal, whether it's to get the highest price, the quickest sale or ideally, both. When a listing is overpriced, it risks sitting longer on the market longer, which all sellers want to avoid.

### Marketing your listing

A real estate agent has the tools and resources to market your home to the right audience. They can arrange for professional photography and staging to appeal to the most-likely buyers. From there, they will market your home on a variety of platforms, from MLS to social media. A great REALTOR® know the value of high-quality marketing, which many sellers won't have access to when opting for a FOR SALE BY OWNER.

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### The endless paperwork

A REALTOR® is responsible for organizing all paperwork and keeping the necessary documents in order, shouldering this hefty burden for the buyer. The extensive paperwork is a necessary part of any real estate transaction. The various forms homebuyers and sellers are required to sign sometimes require a bit of translation. This is where your agent and lawyer can step in, helping you avoid mistakes or omissions that could end up costing you time and money. This is a huge benefit that DIY sellers don't get.

### Negotiating the deal

When buyer agents come to negotiate a deal, a seller's agent can be relied on to ensure that deal works for both parties. As a professional, they know when a negotiation needs to happen when an offer comes through and continues to be in the best interest of the seller.

### Staging advice

Selling your home, but not sure if it's aesthetically up to par? Let your agent handle that! They are pros when it comes to staging your home to look great and attract the right buyer. Whether it's moving furniture around or bringing in some of their own props, they will be sure to make your home look like it's ready to be sold!

### They'll put you first- Fiduciary Excellence

A real estate agent is obligated to put their clients' needs first. This means that as a client, you can have comfort in knowing that your agent is looking out for your best interests. This includes confidentiality, which is an important factor in any major transaction that includes sensitive personal and financial information.

### Convenience

While selling a house can be an emotional and sometimes overwhelming experience, a real estate agent is there to handle some of that weight. Being able to lean into your agent for everything from paperwork and negotiations to closing. As a seller, you can feel confident that it's being handled correctly, so you can focus on packing.

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