

Seven Reasons Why You Should Hire A Realtor To Sell Your Home!

Maximum exposure is the key to successful selling a house!

I respect your decision to try to sell on your own, because I understand that at times like this people are trying to save money wherever possible. If you believe that you can sell your home for the same price as a broker, and you think you can handle the work that it takes, then you should certainly consider selling your home yourself.

But the financial market does not believe that you will save money selling on your own. We honestly and firmly believe that homeowners are better off taking advantage of the RE/MAX services we provide, that sellers net more money in their pocket by taking advantage of the broker-supported real estate market now, of course, we have a bias here, because we are in the business of helping people buy and sell homes. But if we didn't believe that we actually perform a valuable service that sellers need, then Realtors wouldn't be in the business. Moreover, if our services weren't valuable, then why would virtually all the sellers in our area list with a broker, rather than sell on their own? It's not because they don't care about money. It's because they see the value in what real estate brokers do.

Here are a few reasons why you probably should consider hiring me to list your home and sell for top dollar rather than trying to sell yourself.

1. Basic economics says that Real Estate brokers will get you a higher price: If you're trying to get the best price for an item, you need to expose it to the largest potential pool of buyers. That large pool of buyers can then bid against themselves to drive the price up to the highest level possible. If you list with an MLS broker, you create the largest possible demand for your home by putting your home into the open real estate market, with hundreds of brokers and thousands of agents working to sell your home to an enormous pool of buyers. Basic economic theory says that the larger the potential buyer market, the higher the price. But if you don't take part in that broker-generated market, you're not going to get that broker-generated price. You're the only one working to sell your home.

2. You don't get the internet exposure: If you're trying to sell your home in the internet age, you need maximum internet exposure. Today's economy is a world competitor and not local. When you list your home with me, I list your home to connect with the local, state, National and International Market networking which gets thousands of unique buyers every day. On top of that, we also list your home cooperatively with all the other real estate broker websites in the region, including our competitors. So any buyer looking on any conceivable real estate website is going to find your home. Yes, you can list on some sites that take FSBO listings, but not on the local broker websites, which is where most buyers look. In addition, many local websites only get bottom feeder buyers that want to offer extreme low prices to For Sale By Owners and waste your time.

3. Who are your buyers going to be? Bargain-hunters: If you're selling on your own, you're really marketing to a small segment of the buyer population that has chosen to work without a broker. Why would people work without a broker, who will do all the leg work for them, particularly when most buyers perceive that the seller pays the broker anyway? The answer is that buyers who work without a broker are looking for bargains. They're looking for bargains. They think that people who sell on their own are likely to be more negotiable, less likely to price well to the market, and more desperate. So your buyers tend to be bottom-feeders, looking for the best deal they can get. That doesn't put more money in your pocket, it puts money in their pocket.

4. Well, you're not paying a broker, so: Even if your bargain-hunting buyers make an offer, they're likely to use your FSBO status against you in lowballing you. Most offers will come with this qualifier: "well, you're not paying a broker's fee, so this offer is almost what you'd get if you sold with a broker." In other words, buyers will always deduct the perceived commission from their offers, justifying it because you're not paying a broker. So you end up saving them money, not you.

5. Do you really have the time for it? What's your time worth? Selling a home is a big job, and takes a lot of time. That's why most people hire professionals to take all the steps to sell a home: taking pictures, putting up signs, putting in ads, staging and detailing the home, placing listings in internet sites, writing

descriptions, arranging showings, attending showings, getting feedback, holding open houses, and keeping track of the market. And that's before the entire offer and acceptance stage, which requires even more work. Yes, you can do that work yourself, but how much is your time worth? If it takes you 30-40 hours of work to do the agent's job for her, in order to try save a few thousand dollars, was it worth it to you?

6. Our marketing is more powerful than FSBO marketing: Our marketing is more powerful than FSBO marketing. People who sell on their own see only the superficial aspects of what an agent does, and think that they can do those same things. They can put up a sign. They can put an ad in the paper. Why should they pay an agent thousands of dollars to do it for them? That's understandable, if that was in fact all that an agent did. But our sign is different from a FSBO sign, and our ad is different from a FSBO ad. When someone calls on our sign or ad, and finds that the home they called on isn't right for them, our agent handling the call transitions them to other comparable homes that might meet their needs like yours. If someone calls a FSBO ad or sign, and the home isn't right for them, the seller is not about to transition them to being interested in other homes. When you're part of the broker-generated market, you get the value of that market.

7. You're not really paying the commission: Why do people think that the seller pays the commission? At the closing table, all the money comes from the buyer, not the seller. Yes, the seller is the one who actually writes the check for the broker's fee, but it's the buyer who provides that money to the seller. Really, it's the buyer who pays the commission, by paying more for the home than she probably would for a FSBO sold without a broker. Finally, if you are in a short sale situation, your bank pays the commission. People think that that if they are underwater on their mortgage, they need to sell on their own to save as much money as possible. That's exactly backwards. In those situations, you absolutely need a professional, trained real estate agent to handle your sale with the bank. The bank will pay the commission, not you. And your agent can help make sure that your bank will take the short sale, helping you through the process. Finally, in any real estate market, the National Association of Realtors and economic statistics explain that a For Sale by Owner averages a financial loss of about 10% when selling on their own in comparison to hire a Realtor.

I can help you achieve your real estate goals.

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