

## THE BENEFITS OF A LISTING AGENT

When selling a home some owners may question the need for a Realtor® because they want to avoid paying a commission. Keep in mind that without a Realtor®, *sellers* do all the work and take all the risks.

### **Time and Expense**

You pay for costly ads that may prove ineffective and you may pay for legal fees resulting from your lack of contract and disclosure knowledge. You must be available at all times or miss possible contact with potential buyers – and identifying “real” buyers is often difficult and time-consuming.

### **Negotiation**

Negotiations without a Realtor® can be the most challenging part of a sales transaction. A Realtor®'s real value is in making sure that you get the best possible price for your home. Market knowledge, *access to and understanding of comparable sales*, and real estate negotiation expertise are the real benefits of a listing agent. Negotiations don't stop with the contract - negotiations regarding repairs can result in additional loss of your equity.

### **Documentation**

Your agent will prepare the real estate purchase contract, coordinate the reports and inspections, and handle all transaction documentation.

### **Is It Worth It?**

The commission "saved" if you handle the sale yourself may prove inadequate to meet the total costs of your time, marketing efforts, potential liability, and the resulting sale price of your home. Your best opportunity for the highest price occurs when you have the maximum exposure and a professional handling the sale. When you hire a Realtor® your agent will market your home not only to buyers, but to other local agents as well.

A typical 6% commission is split between the listing broker and the selling broker. If you attempt to save 3% by selling your home yourself, know that most buyers are represented by a buyer's agent. You will be expected to pay a 3% commission to the selling agent, even if you don't have your own representation. The selling agent is charged with representing the interests of the buyer, not the seller. So – you may save 3%, but what do you lose in time, risk, and sales price?