

Many advantages to listing with a qualified realtor

If you're thinking of putting your home on the market this fall, you may be tempted to try and sell it yourself. You probably think you'll save yourself some money because you won't have to pay commission to a real estate professional.

But when you factor in the amount of time you'll spend marketing your home, along with the costs of advertising and other incidentals, you may be surprised to discover that you aren't likely to save much at all.

In fact, there's a good chance it will take you much longer to sell your home privately than it would if you had used a real estate professional and you may not get as much for it.

If you're still not convinced that it's better to work with a Realtor, you should consider all the documentation, negotiation and legalities involved in conducting your own sale. After all, when you consider that a home is the single, largest purchase most people make during their lifetimes, you want to ensure that nothing goes wrong and there are no last-

minute surprises.

Also consider how much your time is really worth and whether you're prepared to sacrifice much of it to show your home to prospective buyers. Keep in mind you lack the skills a trained real estate professional has and that you won't necessarily be able to distinguish the serious buyers from the "browsers." As a result, you could end up wasting a great deal of your time.

Objectivity

For most people, selling a home is an emotional experience and you won't 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.

In addition, you probably don't have the knowledge of market conditions that a Realtor has. For example, you may think you can get the same price for your home as one of your neighbours — even though the homes aren't really comparable.

Realtors are highly trained individuals who will use their special skills to evaluate your home, giving you peace of mind and realistic expectations.

MLS

If you decide to go it alone, remember that you'll have to spend a considerable amount of money advertising and marketing your home and you won't have access to the same resources a real estate professional enjoys — like the Multiple Listing Service (MLS).

MLS is a collection of information about available properties in a given area, submitted by listing Realtors.

This special services gives homes maximum exposure on the market because the listings are made available to all real estate professionals who belong to a real estate board. That means hundreds or thousands of Realtors are marketing your home — not just one.

Other Advantages

There are many other advantages to

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

As well, real estate professionals build up a large number of valuable contacts over time, in areas such as financing, building, and so on, and this is an additional, valuable resource. A Realtor also has available sources of buyers — many of whom are vendors of homes the Realtor has listed.

So if you're thinking of selling your home on your own, think again and carefully consider the numerous advantages of working with a real estate professional.

This article is provided by local Realtors and the Ontario Real Estate Association (OREA) for the benefit of consumers in the real estate market.

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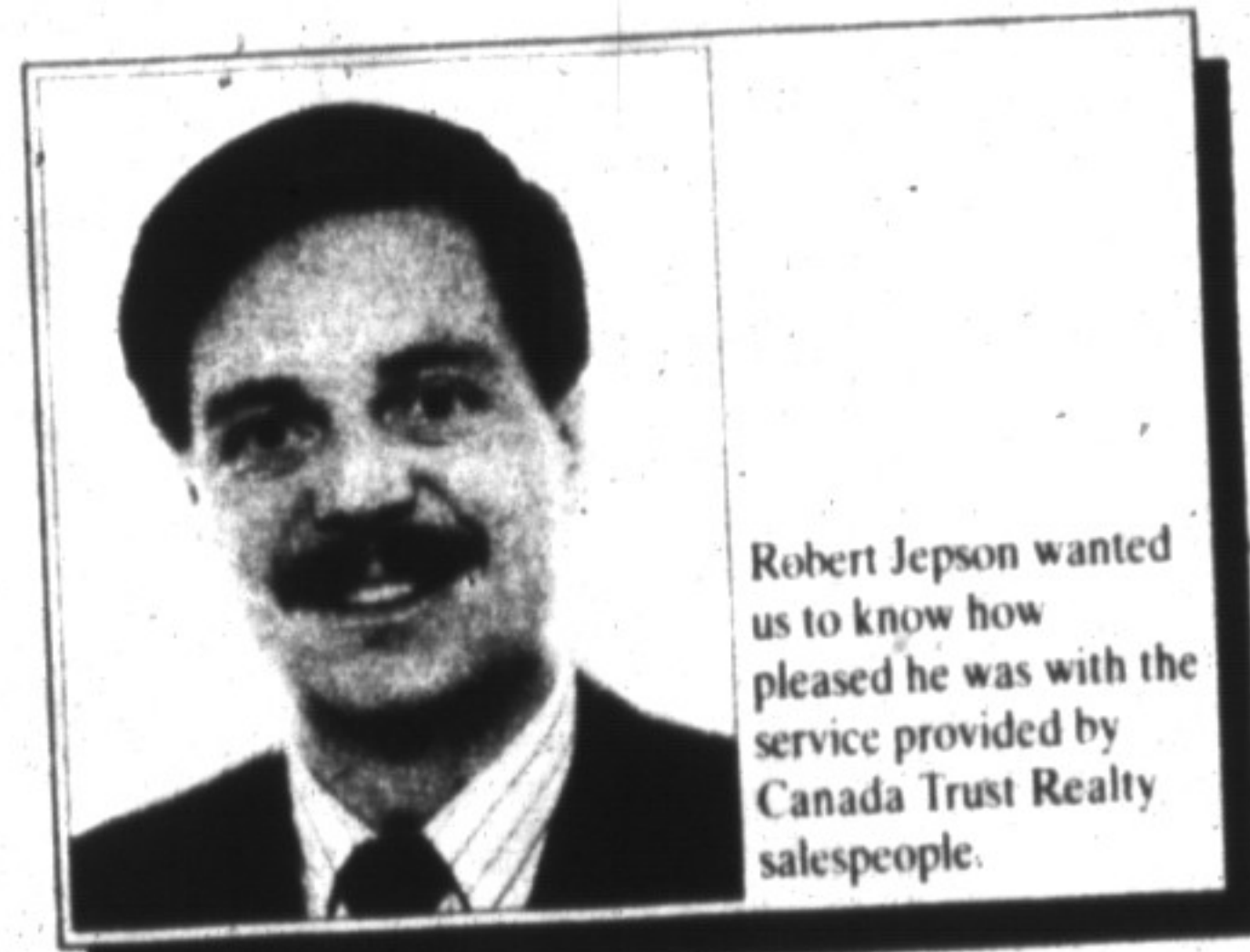


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