



What's the **VALUE** of using a **REALTOR®** ?



HIGHER SOLD PRICE

According to the National Association of REALTORS® 2013 Profile of Buyers and Sellers, **the median selling price for a For Sale By Owner (FSBO) sale was \$184,000 and the median selling price of an agent-assisted sale was \$230,000—a sizeable gain of \$46,000.**



TARGETED PRICING ASSISTANCE

A REALTOR® will have **the most comprehensive, region-specific market knowledge to help set a listing price strategically.** Even Colby Sombrotto, founder and former CEO of ForSaleByOwner.com, turned to a REALTOR® after unsuccessfully attempting to sell a property himself for 6 months. While instinctively most would have assumed the listing price was too high, Sombrotto followed his REALTOR®'s lead and raised the listing price to attract the right type of buyer—leading to a closing for \$150,000 over his initial asking price.

PROCESS FAMILIARITY & HASSLE AVOIDANCE



Over time, real estate transactions have grown more and more complex and regulations governing transactions change frequently. REALTORS® track and observe these changes before they even take effect. Today's purchase agreements run ten pages or more—not including federal and state mandated disclosures, as well as additional disclosures mandated by local jurisdictions. **The average thickness of most real estate files is between one and three inches.** A REALTOR® organizes and tracks important documents to ensure costly mistakes are avoided and closings proceed smoothly and timely.

TIME SAVER



According to the National Association of REALTORS®, **there are at least 184 distinct steps performed in order to close a single real estate transaction.** A REALTOR® spends numerous hours to complete each of these steps. The quality control a REALTOR® administers during a transaction also helps buyers and sellers avoid many potential setbacks.



NONSTOP MULTI-CHANNEL MARKETING

National Association of REALTOR® studies show **that 82% of real estate sales are the result of agent contacts through previous clients, referrals, family, friends, and personal contacts.** In addition to advertising listings using multiple channels of media, REALTORS® utilize a vast network they are continuously working to build.



FINDING JUST THE RIGHT PROPERTY

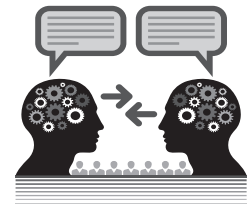
An agent can investigate features beyond the narrowed categorizations in internet searches, and help point out important details beyond the aesthetics about homes under consideration. REALTORS® are savvy about features of home construction and their corresponding value and efficiency levels; which have significant long-term implications for a homebuyer.

MARKET SPECIFIC & COMMUNITY KNOWLEDGE



In addition to helping clients find the right property, REALTORS® help homebuyers find communities that best suit their needs and lifestyles. REALTORS® are knowledgeable about amenities within each local community and how current and planned area developments will affect future resale value. They are often highly involved in government affairs and civic activities which help to shape the communities they serve, so it is no wonder that they are experts in this area.

NEGOTIATION OF SALE TERMS



Negotiation is a part of the buying and selling process which can trigger negative emotions. **REALTORS® are skilled in negotiation and can advise clients on terms such as price, financing, date of possession and often the inclusion or exclusion of repairs and furnishings or equipment.** They are trained to present their clients' cases in the best light and hold client information confidential from competing interests.