

Why Use a Real Estate Professional?



Whether buying or selling a home, a real estate professional can help you make your transaction a successful one. They are with you every step of the way and can provide guidance on the title and escrow process.

When Buying a Home...

- » Has the most information in one place about what is on the market, including homes listed by other professionals.
- » Can help you find the home best suited to your needs – size, style, features, location, accessibility to schools, transportation, shopping, etc.
- » Can supply information on real estate values, taxes, utility costs, municipal services and facilities.
- » Can suggest simple changes that could make a prospective home more suitable for you and improve its utility and value.
- » Has no emotional ties to a home, can be objective about it and can point out its advantages and disadvantages.
- » Acts as an agent between you and the seller to present offers and counter-offers until an agreement is reached.
- » Is bound by a code of ethics!

When Selling a Home...

- » Is knowledgeable of the market and gives you the quickest exposure to the maximum number of buyers.
- » Qualifies prospects as to their affordable price range and housing needs.
- » Knows current real estate values and can help you set a realistic, competitive price. This skilled professional knows how to market your home effectively.
- » Can figure the net proceeds from your sale, taking into account items such as your outstanding loan balance, closing costs, and possible owner financing.
- » Can tap an even larger market through referrals and marketing techniques.
- » Frees you from the problems associated with showing your home. The real estate professional handles phone inquiries, showings, and negotiations of the contract.
- » Maintains objectivity in presenting offers and counter-offers.
- » Can familiarize you with the closing procedures by explaining them all in advance.
- » Is bound by a code of ethics!

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