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SELLING YOUR HOME: WHY IT PAYS TO USE A REALTOR

Are you thinking of selling your home? Your home is likely to be the largest possession that you have ever bought or sold. Selling your property is a process that is bound to be a little nerve-racking and emotional and it requires an in-depth knowledge and experience in a wide range of disciplines.

You will need a clear understanding of the legal issues and potential pitfalls. After all, one wrong move could result in a lot of cost and frustration. That is why it is essential to have a REALTOR. As a licensed real estate professional, he or she will work with you to help make the sale of your home a successful and satisfying experience.

Greater exposure

REALTORS are experts when it comes to marketing homes. REALTORS use the Multiple Listing Service® (MLS®) to give your home maximum exposure. MLS® is a computer-based system that relays valuable information about your home to hundreds of REALTORS and potential homebuyers.

Setting a Price

Undoubtedly, setting a price for your home is an important but difficult process. Again, this is where the services of a REALTOR prove invaluable. REALTORS have the experience to help you understand how the market works and decide upon a realistic price that meets your goals. REALTORS also pre-screen potential buyers to make sure only those who are serious and financially qualified view your home.

REALTORS will also develop a marketing plan to help your property receive maximum exposure. This will likely include placing your home on the MLS® system and placing a "For Sale" sign on the front lawn. The plan may also include arranging open houses for other REALTORS and potential buyers, and developing advertisements and feature sheets/mailers to market your home. A REALTOR will also arrange all showings of your property.

Once you have accepted an offer to buy your home, your REALTOR will help ensure that all the proper paperwork is completed. He or she will also make sure that both parties meet the necessary conditions outlined in the agreement.

As you can see, it pays to work with a professional. When you work with a REALTOR you will likely get a better price for your home than if you try to sell it yourself. But quite apart from the financial benefits, there is an extra measure of comfort and security that comes from having a REALTOR on your side. Remember that REALTORS are governed by a strict code of ethics and standards of business practice. They have also been trained and licensed under the provincial Real Estate Act to assist in transactions involving real property. When it comes to buying or selling property, using a REALTOR just makes sense.

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