

FACT:

The average home listed by a real estate agent sold for \$211,000 in 2008, compared with just \$153,000 for a “for sale by owner” listing.

SOURCE: 2008 NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOME BUYERS AND SELLERS

Use a professional

AN EXPERT KNOWS WHAT IT TAKES TO SELL YOUR HOUSE

In today's economy, people are trying to save money wherever they can. Whether bringing a sack lunch to work, cutting back on your daily latte, or shopping at discount stores, it makes sense to be frugal.

When it comes to selling your home, though, trying to cut corners could potentially turn into a huge mistake.

For some people, it may be tempting to try to avoid paying a real estate agent's commission by listing your home yourself. How hard could it be to put a sign in the yard or an ad in the newspaper, after all?

If only it were that simple. In reality, selling a home requires a lot more experience and sophistication than most home owners are able to provide on their own. Many people who try to sell their own home end up getting a lower price and taking a longer time to close because they don't have the help of a good agent.

There's a reason homes listed by real estate agents fetch higher prices than their “for sale by owner” counterparts. It has nothing to do with the sign in the yard, and everything to do with a sales professional's connections and experience.

When you list your home with an agent, you're not just getting someone to advertise your home. You're also getting an



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expert on the local real estate market, someone who can give you straight advice about how to price your home and present it in a way that gets top dollar at the closing table.

Even more, you're getting someone with a whole network of co-workers in the real estate industry. When you hire an agent,

you're in essence hiring all the people they interact with — other real estate professionals, service providers and advertising outlets — and you can get good, honest advice about other companies that you might need to hire to get your house sold.

It's the connections an agent has that often get the deal done, not just them per-

sonally. That's why it's important to pick the right agent to list your home, someone with more insider knowledge and a good rapport with other agents who can find the perfect buyer.

Doing otherwise could mean you settle for a lower price or keep your home on the market far longer than necessary.