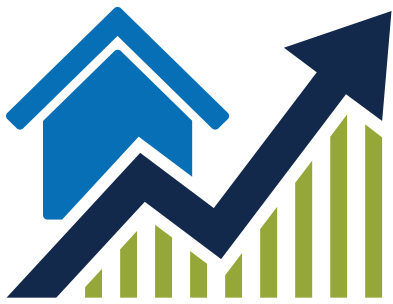


4 WAYS IT PAYS TO

SELL WITH A REALTOR



There's been an unanticipated recovery in our housing market. If you're preparing to sell, it's essential to have the guidance of a trustworthy agent.



For Sale By Owner (FSBO) is when a home is sold without a real estate broker or agent. There are at least four reasons why selling as an FSBO can be a serious mistake.

WITH THE HELP OF AN AGENT, YOU COULD:

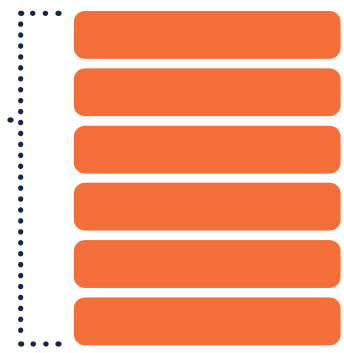
Make more money.



Agent-sold homes net

6% MORE

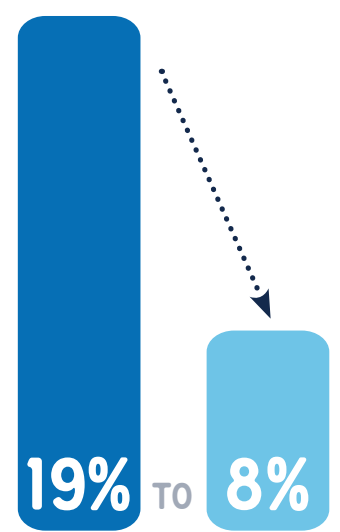
FSBO sales on average.¹



Avoid legal hassles.

A real estate agent serves as a third-party in legal transactions. This is one reason why FSBOs have

FALLEN FROM 19% TO 8% IN THE LAST 20 YEARS.¹



Have smoother negotiations.

Without an agent, you'll need to negotiate with the buyer, buyer's agent, appraiser (if a home's value is in question), inspector, and even a buyer's attorney, in some areas of the U.S.



Stay safer.

Selling on your own gives you less control over who enters your house. But an experienced agent is now trained to keep you safe by adhering to new COVID guidelines. They can also integrate technology to

CONDUCT VIRTUAL TOURS, LIMITING FOOT TRAFFIC.



WANT A SAFE & SUCCESSFUL SALE?

Selling your home by yourself leaves you in charge of the whole transaction. Without a realtor, this can be a challenge, especially in today's competitive market. Before deciding to sell solo, reach out to a local agent who can answer your questions, advocate for you, and take care of the details.

