

# The Benefits Of Using An Agent To Sell Your Property



## **Commitment:**

Signing an exclusive agreement creates a fiduciary responsibility with you and your agent, to professionally sell your home in the shortest time at the highest price possible. You will receive the highest level of commitment from your agent, who does all the work while you take time to play.

## **Knowledge:**

Agents are constantly viewing properties, overcoming objections in their own neighborhoods of expertise, and can easily decipher market value. They know the right questions to ask, tricks to effectively prepare board packages, ways to target customers, and how to show your property in the best light.



## **Experience:**

Agents are well versed in their profession and can often prevent many possible pitfalls in a transaction. They are usually a step ahead, to make sure the transaction is as seamless as possible.

## **Marketing:**

A good agent has all the necessary resources to expose your property to the widest possible audience. This includes marketing to companies, agents, your building, neighboring buildings, and their own expansive client base.

## **Relationships:**

Good agents already come with a wide web of contacts in the brokerage community. In addition, most agents already have a large pool of buyers who may have interest in your property- placing it in their lap is a great advantage to any seller.



## **Negotiating:**

The agent will act as a liaison on your behalf to get you the highest sale price - by understanding your needs they can utilize their expert skills to yield you the best timing, price and terms of the sale.



## **Time:**

Marketing, showings, advertising, negotiating, loan and board package prep and directing to care for your interests through to closing takes hundreds of hours.

## **Results:**

***You will save time, frustration and obtain the highest price for your property.***

When you really think about it, 6% is a small amount for the many hours a agent dedicates to streamline your real estate transaction from A-Z.

***See you at The Closing!***