

# 10

# REASONS TO USE A REALTOR®

## SUPERPOWERS COME IN HANDY!

### 1 PRICE

Homeowners who sell their home on their own typically generate \$58K LESS than homeowners who work with a **REALTOR®**.\*

### 2 TIME

**REALTORS®** have the time and expertise to handle open houses, showings, inspections and other tasks that would interrupt your work and regular routine.

### 3 SALES SKILLS

**REALTORS®** can evaluate your home and suggest improvements to get your maximum value, and there are skilled at handling showings to generate a positive response.

### 4 MARKETING EXPERTISE

**REALTORS®** can refer you to their network of top-quality lenders, lawyers, inspectors and repair people to ensure you get the best result in every stage of the deal.

### 5 KNOWLEDGE OF NEIGHBORHOODS

**REALTORS®** know local communities cold and can help you find a replacement home in the nicest neighborhood and with the best schools.

### 6 KNOWLEDGE OF SERVICE PROVIDERS

**REALTORS®** know that the best ways to advertise to attract buyers, plus they can use the marketing muscle of their brokerages to promote your home.

### 7 EXPERIENCE HANDLING PAPERWORK

Buying or selling a home involves reams of paperwork that can be hard to understand. **REALTORS®** thrive in this world.

### 8 NEGOTIATION SKILLS

With years of bargaining experience and expert understanding of the market, **REALTORS®** can help you close the deal at the price and terms you want.

### 9 ACCESS TO BUYERS

Through the Multiple Listing Service (MLS), professional contacts and their own database of prospects. **REALTORS®** can help you reach the widest range of customers.

### 10 ADVICE AFTER CLOSING

An experienced **REALTOR®** will continue to support you as questions pop up after the deal is done.

 **SMDRA** SOUTH METRO DENVER  
REALTOR® ASSOCIATION

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\*Typical FSBO homes sold at median of \$260,000, compared to median of agent-assisted homes at \$318,000 – NAR 2021 Profile of Home Buyers & Sellers

The term **REALTOR®** is a federally registered collective membership mark which identifies a real estate professional who is a member of the National Association of **REALTORS®** and subscribes to its strict Code of Ethics. This marketing may **ONLY** be used by members of the South Metro Denver **REALTOR®** Association.