

Drawbacks To Consider.

You have one property to show...

A Realtor® has many properties to show in a marketplace where homes are bought by comparison.

The buyer will not share financial situation with you.

A Realtor will bring you only financially qualified buyers.

The average owner overprices and may accept a price below market value. Overpriced homes tend to sit on the market, losing in value as buyers suspect a problem.

A Realtor will price property to sell at fair market value.

Well-meaning friends will give you conflicting suggestions.

A Realtor has facts at hand and experience as a professional.

You may make expensive and unnecessary improvements to the property.

A Realtor will advise you on how to spend the least and get the most for it.

The direct buyer will not share likes & dislikes with someone they may be negotiating with.

Buyers will communicate their feelings about a property to a Realtor.

You can't follow up with the buyer. They'll think you're anxious to sell.

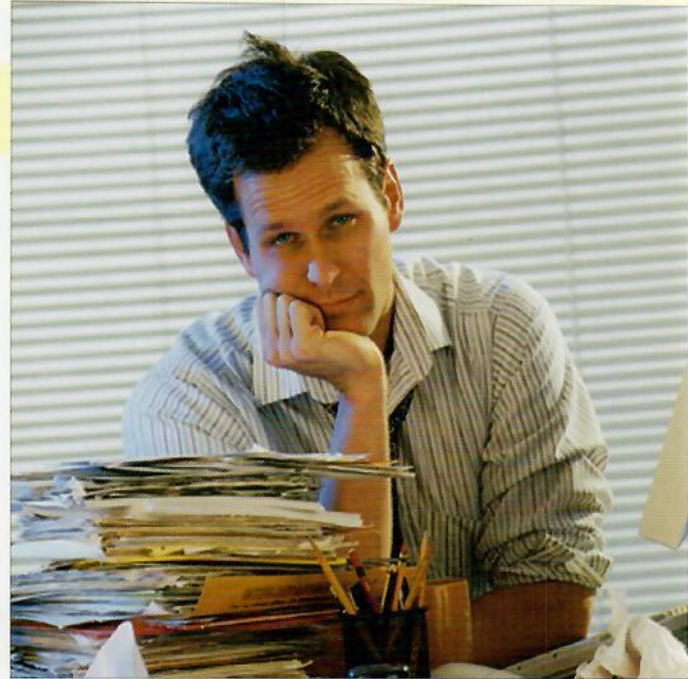
Following up is what Realtors do.

It's difficult for you to be objective in a negotiation with the buyer.

A Realtor is trained to be objective and move the parties toward a win-win conclusion.

You may accept an insincere offer and then spend months in litigation to free your property just to put it back on the market.

A Realtor is experienced in seeing trouble spots and acting quickly in the best interests of their client.



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