

## Selling Your House with A REALTOR®

The majority of home sellers today take on the task of selling their home by using a REALTOR®. They feel that it is better to entrust the sale of their largest investment to a professional, rather than attempting to learn about selling a house by the trial and error method. Also, many sellers would rather use a REALTOR® because of the complexities of modern Real Estate transactions since the handshake of long ago is no longer used. Transactions now incorporate legal and financial attributes, which makes them more than simple transactions.

Some other advantages of working with REALTORS® include: access to the Multiple Listing Service (MLS) -- this allows large numbers of buyers access to the seller's property, the fact that REALTORS® absorb all the cost of advertising and marketing, and the screening of potential buyers as to the availability of their purchase power. In addition, a REALTOR® is able to help you with the details of negotiating.

Deciding whether or not to use a REALTOR® has a great deal to do with what you feel your capabilities are. If you feel confident that you can assist the buyer in obtaining financing, have availability of the legal contracts and the knowledge of the seller's responsibility in the sale of a house, you may want to attempt selling your house on your own. If not, you most likely will make the same decision that most sellers do and leave all the details up to a professional REALTOR®.

So how do you choose a REALTOR® who will be effective? What is important to know about a REALTOR® to determine whether or not they will do a good job? I suggest you ask the following questions of any prospective REALTOR® in order to evaluate their capabilities:

### **What to look for in a REALTOR®**

- A sense of professionalism.
- A full time REALTOR® who is committed to the profession (who will be committed to getting your house sold).
- A familiarity with the area where your house is located.
- A familiarity with the price range in which your house will be listed.
- Evidence of advertising and marketing ability.

### **Questions to ask a prospective REALTOR®**

- Are you a full time REALTOR®?
- Are you a member of the National Association of REALTORS®?
- How long have you been a REALTOR®?
- Are you a member of the MLS (Multiple Listing Service)?
- How familiar are you with the area where our house is located?
- How many houses did you sell last year?
- How will you arrive at the suggested list price for our house?
- What is your specific marketing plan for our house?
- How do you plan on keeping us informed of the progress of the sale of our house?
- What sources of advertising do you use?

Ask a family member, friend or co-worker about REALTORS® they have personally used to get positive or negative feedback. Check your local newspapers and homes magazines. A REALTOR® with a number of advertisements most likely has a fairly extensive marketing budget and experience.

After you have spoken with the REALTOR® and after you have spoken with your friends, family and co-workers sit down and ask yourself two questions “Do I feel comfortable with this REALTOR®?” and “Do I have confidence in this REALTOR®?” If the answer to both of these questions is “Yes,” then you should have a productive and pleasant selling experience. Remember selling your house is a business venture and not to be taken lightly.

If you would like further real estate information or a “Room to Room” Selling Checklist Packet contact Deborah e-mail [dburton@dburtonrealty.com](mailto:dburton@dburtonrealty.com) or call 256-259-5800