

It's a Seller's Market, but you Still Need a Real Estate Agent

You've heard the news reports. It's a seller's market. Homes are selling within days of being put on the market – even faster if they're under \$300,000. You're thinking about selling your home. And you're thinking you don't need a Realtor® to help you do that.

Nothing could be further from the truth.

If you put your home up for sale by yourself, chances are you will price it incorrectly and it will sit on the market much longer than you ever expected. You also won't have access to many of the marketing resources available to Realtors, such as listing your home on REColorado.com, which is the largest Multiple Listing Service in the state and the place where real estate agents start their search for their homebuyers.

My advice to you: If you truly want to sell your home, invest in a real estate agent who knows your neighborhood and the market in general.

With the vast amount of knowledge gained from selling homes on a regular basis, a Realtor will guide you to correctly price your home. A good real estate agent will give you comps that you need to make an educated pricing decision. She'll let you know if your neighborhood is in high demand. She'll even give you tips on ways to improve the appearance of your home for a quick sale.

A good real estate agent will also put your home on the Multiple Listing Service, where it can be found by agents working to help buyers across the state. She'll also advertise your home to other Realtors and homebuyers in the area.

With correct pricing and good advertising, your home will be given the best chance of selling quickly and for the highest dollar amount.

But a good Realtor won't stop when an offer has been made. She'll continue to look after your best interests until the deal is closed. That means she'll be there to help you with all the little nuances that come up in a real estate transaction, including the contract terms and the negotiation, as well as the home inspection.

There any number of issues that can come up – from financing to repairs to closing dates – that a Realtor can help guide you through.

Why put yourself through all the stress when help is so readily available to make your life – and your move – as simple as possible?

If you'd like to learn more about the advantages of using a Realtor, give us a call at 303.810.5757.