

## **4 HAZARDS OF SELLING A HOME W/O A REAL ESTATE PROFESSIONAL**

### **1. Passed up profits**

In today's housing market, most neighborhoods are seeing a big change. Inventory, interest rates, and several other factors are constantly altering the answer to the big question, "What's the right price for my home?"

Fact: homes sold using a realtor sold for 20% more than those sold by the owner\*

\*data from the national Association of realtors profile of a home Buyers and Sellers 2012

To avoid making a major price blunder in missing out on potential profits, you should consult a local real estate professional who can develop a customized comparative market analysis (CMA) for your property.

Real estate professionals have access and know how to factor in both, the most up to date public records data and have insight into important secret pricing influencers like..

\*New amenities or coming developments that may affect value

\*Competing properties that haven't shown up publicly

\*What it really takes to close a deal in your neighborhood

### **2. Missed Deals**

Response time is critical when it comes to accepting an offer and closing deals. Today's buyers and agents expect a proper response when they make an offer. If you are trying to evaluate and respond to offers around a busy schedule or full-time job, you run the risk of missing out on the markets motivated buyers who couldn't afford to waste time waiting for a deal to come together. In addition to being dedicated to providing potential buyers with a quick response, a real estate professional can also be a lifesaver when it comes to organizing offers in a way that's easy to understand and evaluate.

### **3. Your Time Is Precious**

Time is money. And while you may think you're saving on the commission by selling solo, fact is, going at it alone can cost you a lot of time. That eventually means more dollars spent in unnecessary time sacrificed.

Here's a list of the most difficult tasks that soak up valuable time during the home selling process for owners who sold with outs and agent:

\*understanding and performing the paperwork

\*negotiating the right price

\*preparing the home for sale

\*working with buyers lenders

\*attracting potential buyers

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A real estate professional understands how to navigate these hurdles and save you valuable time and peace of mind.

#### **4. Accidental buyer brush offs**

In most areas, not listing with an agent means you're opting out of today's biggest real estate tool for selling: the World Wide Web. In fact 90% of home buyers used the Internet during your home search in 2013. Without a savvy listing agent, your property won't show up on the top sites where buyers search like realtor.com or in your local multiple listing service (MLS) for other agents to find. Don't brush off the millions of house hunters shopping online. You could miss out on key qualified buyers who are ready willing and able to purchase your property.

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