



## Comparison of Selling Yourself vs. Using a Real Estate Agent

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### **Selling Yourself**

- No realtor's fees involved.
- You can negotiate the terms without worrying whether the real estate agent is representing your interests.
- Buyers may be more open to negotiating directly with you knowing the middle man is left out.
- You're more knowledgeable about your home than the Real Estate Agent.
- You can decide how to market your home.

### **Selling using Real Estate Agent**

- Real Estate Agents are professional and are more knowledgeable and experienced in selling homes.
- Most Real Estate Agents have access to MLS services (Multiple Listing Service – available only to Real Estate Agents) and can advertise your home to thousands of Real Estate Agents instantly. Most buyers use Real Estate Agents because they can identify homes that meet their criteria quickly and arrange for them to view the properties. If your home is not listed on the MLS then chances are Real Estate Agents will ignore your home as a prospect for their clients. The greater your exposure the greater your chances of finding a prospective buyer.
- Real Estate Agents are required to be up to date with current laws and disclosures. They are more skilled in reading contracts and can better protect your interests.
- Real Estate Agent can work as a third party negotiator reducing the chances of obstacles of disputes becoming personal.
- Real Estate Agents have access to information to help you properly value your home. If your price is not competitive with the rest of the market your timeline to selling will be greatly increased.
- Real Estate Agents can pre-qualify prospective buyers before showing your house, eliminating a lot of wasted time.
- The Real Estate Agent shows your house so you don't have to, saving you a lot of personal time and reducing the chance of you being put on the spot with tough questions about the home or price. Using a Real Estate Agent also greatly reduces people knocking on your door at all hours asking to see the house.
- A Real Estate Agent can solicit feedback from each person they show your house to and let you know what objections are being raised.