



Homeowners attempting to sell their home without the assistance of a real estate professional do so for one reason only – to avoid paying a Commission fee. Is it worth the trouble? Experience has shown that many For-Sale-By-Owner (FSBO) sellers wish they had used an agent's assistance. Before making any costly mistakes, consider the **A to Z's** of benefits you receive from a trained real estate professional.

**A**dvertising - The agent pays all advertising costs

**B**argain - Research shows that 77% of sellers felt their Commission was "well spent"

**C**ontract Writing - An agent can supply standard forms to speed the transaction

**D**etails – An agent frees you from handling the many details of selling a home

**E**xperience & Expertise – In marketing, financing, negotiations, and more

**F**inancial Know-How – An agent is aware of the many options for financing a sale

**G**lossary – A real estate professional understands and can explain all real estate lingo

**H**omework – An agent will do all the homework on how to best market your home

**I**nformation – If you have a real estate question, an agent will know (or can get) the answer

**J**uggle Showings – An agent will schedule and handle all showings

**K**eeps Your Best Interests In Mind – It's an agent's job

**L**aws – A real estate professional will be up-to-date on real estate laws that affect you

**M**ultiple Listing Service – The most effective means of bringing together buyers and sellers

**N**egotiations – An agent can handle all price and contract negotiations

**O**pen Houses – A popular marketing technique

**P**rospects – An agent has a network of contacts that can produce potential buyers

**Q**ualifies Buyers – Avoids opening your home to "curiosity seekers"

**REALTOR®** – An agent who is a member of the National Association of REALTORS® and subscribes to a strict code of ethics

**S**uggested Price – An agent will do a market analysis to establish a fair price range

**T**ime – One of the most valuable resources in an agent

**U**nbiased Opinion – Many homeowners are too emotional about their home to be objective

**V**IP – That's how you will be treated by your agent!

**W**isdom – A knowledgeable agent can offer the wisdom that comes with experience

**X** Marks The Spot – An agent is right there with you through the final signing of papers

**Y**ard Signs – An agent provides a professional sign, encouraging serious buyers

**Z**ero-Hour Support – Selling a home can be an emotional experience