

Top 10 Reasons...

Unrepresented Sellers Shouldn't Go It Alone.

Unrepresented Sellers often...

1- Lack the knowledge to price their property competitively.

Unrepresented sellers are inexperienced in the market conditions and often overprice or under price the property-getting the price right is crucial. NAR's 2007 Profile of Homebuyers and Sellers report shows the national median sale price for sellers working with a salesperson was \$240,000 compared with \$180,000 for unrepresented sellers.

2. Aren't objective about their homes and may not know how to stage them professionally.

Unrepresented sellers may not present the property to its best advantage and often let emotional attachment to the property thwart the sale.

3. Spend money on needless repairs to improve their property

Unrepresented sellers often spend money on the wrong projects preparing it for sale. Realtors can explain what should be repaired, painted or changed based on objectivity and experience with buyers.

4. Lack negotiation skills.

Realtors are prepared to counsel you on negotiating price, terms, amenities and know when, or if, to counter offer.

5. Lack full knowledge regarding the best financing options.

Realtors help identify what options are available, encourage pre-approval from buyers prior to writing an offer and assist with the overall financing process.

6. Are inexperienced in handling objections.

Fielding objections professionally and effectively may be the most difficult aspect of the selling process.....and the most important. Unrepresented sellers may be uncomfortable or inexperienced in dealing with objections and lose a sale.

7. Lack of advertising experience and exposure.

It takes more than simply putting an ad in the newspaper; writing effective ads for newspapers, home magazines and TV-not to mention exposure through the Internet. Typically unrepresented sellers spend significant dollars for ineffective advertising. Almost every prospective purchaser goes to the internet first. We give you exposure to nationally known web sites.

8. Lack of experience dealing with contracts and other forms, as well as closing responsibilities.

Unrepresented sellers do not have the experience to understand and complete the paperwork required. Realtors have been trained to prepare sales agreements and other documents associated with the sale, prior to attorney review. Many of these are in place to comply with state and federal laws to protect all the interested parties.

9. Lack a source of serious, qualified buyers.

Many unrepresented sellers conduct limited marketing—classified ads, a yard sign and word of mouth. Realtors provide exposure through the MLS, referral networks and farming activities. Unrepresented sellers often receive insincere offers from speculators or bargain hunters. Speculators may try to take unfair advantage of unrepresented seller who has sold only a few homes in their lifetime—price, extensive terms, delayed closings, etc. Insincere or unqualified buyers may waste unrepresented seller's time with low offers just looking for a bargain.

10. Must contend with lookers and other strangers.

Real estate ads attract many lookers and curiosity seekers who aren't qualified or serious. Unlike the unrepresented seller the Realtor has experience pre-qualifying buyers and are more likely to restrict showings to those serious about purchasing and financially capable. And most importantly—classified ads and yard signs can invite trouble. "Undesirables" may pose as buyers for a showing or an open house to look for valuables or take prescription drugs

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