

SOUND OFF *Lorraine Amaral*

How can a Realtor save home buyers and sellers money?

All buyers are interested in getting the most for their money when investing in real estate. Many individuals contemplate selling their homes on their own and even try it without much success. Why does it not work? What exactly does the Realtor do that is worth so much?

Pricing your home accurately is how you get it sold in the shortest amount of time for the most value. Overpricing will make your home linger and eventually sell for below market value. Studies show that a home that is marketed correctly will gain market value and even



could attract multiple offers in a short amount of time.

The key is to choose the right agent who will have an abundance of advertising and marketing experience to have global reach with buyers. Your buyers

will not always be within a small area and the larger sphere you can reach the better!

When you work with an expert agent they will help set a proper list price, as well as proper expectations of what “should happen” prior to listing the home for sale and throughout the entire process. The Realtor will be able to help with the appropriate professional referrals as well such as stagers, lenders, attorneys, inspectors, contractors, appraisers and more. All of these highly trained professionals will save you money in the long run by assisting you without making the wrong decisions and while

achieving the correct outcome.

The top three things that sell a home are location, condition and price. Realtors have experience and expertise that the seller and buyer do not have. Excellent agents will be able to negotiate on your behalf. One of the fastest ways to lose a deal is to approach negotiations without a median broker. Sale and purchase is a business and there is no room for personal feelings to get in the way. Your Realtor is an expert at dealing with contracts, offers, purchases and legal disclosures. The lack of these documents will affect you strongly and financially.

There are far many more reasons to hire a local top producing agent in order to save you money on the sale of your home. Realtors are able to leverage a reverse prospecting system which can be used as a great sales tactic. It also gives a great return on your investment while the agent has the ability to call other agents who are working with approved buyers that match your criteria, therefore putting yourself in a great position to procure the highest bid for your home.

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