



# WHY PAY A COMMISSION?

PROVIDED BY COMMUNITY TITLE

Homeowners attempting to sell their home without the assistance of a real estate professional generally do so for one reason only:  
**to avoid paying a commission fee.**

Is it worth it? Only the homeowner can answer that, but experience has shown that many for-sale-by-owners find that it isn't. Before making a costly mistake, consider the benefits, from A to Z, you receive from working with a trained real estate professional.

**Advertising**—agents normally have proven marketing strategies

**Bargain**—research shows that 77% of sellers felt their commission was well spent

**Contract Writing**—an agent can supply standard forms to speed the transaction

**Details**—an agent frees you from handling the many details of selling a home

**Experience and Expertise**—in marketing, financing, negotiations, and more

**Financial Know-How**—an agent is aware of the many options for financing a sale

**Glossary**—a real estate professional understands, and can explain, real estate lingo

**Homework**—agents are informed through research and experience in your market

**Information**—if you have a real estate question, an agent will know (or can get) the answer

**Juggle Showings**—an agent will schedule and handle all showings

**Keeps Your Best Interests in Mind**—it's an agent's job

**Laws**—a real estate professional will be up-to-date on real estate laws that affect you

**Multiple Listing Service**—the most effective means of bringing together buyers and sellers

**Negotiation**—an agent can handle all price and contract negotiations

**Open Houses**—a popular marketing technique organized by the agent

**Prospects**—an agent has a network of contacts that can produce potential buyers

**Qualified Buyers**—an agent can help avoid opening your home to curiosity seekers

**Realtor**®—an agent is a member of the National Association of Realtors® and subscribes to a strict code of ethics

**Suggested Price**—an agent will do a market analysis to establish a fair price range

**Time**—one of the most valuable resources in an agent

**Unbiased Opinion**—most owners are too emotional about their home to be objective

**VIP**—that's how you will be treated by your agent

**Wisdom**—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 the papers

**Yard Signs**—an agent provides a professional sign, encouraging serious buyers

**Zero-Hour Support**—selling a home can be an emotional experience; an agent can help throughout the process

