
SOUND OFF *Marlene Marrucco Recchia*

Why do I need to hire a Realtor when selling my home?



It is human nature to focus on maximizing profit when it is time to list your home for sale. It might seem like an easy task. The reality is the dollars you save on commissions and the time you waste are often a wash when you consider the higher sales price an experienced agent can bring to the table. Statistically, a home on the market listed for sale by owner takes longer to sell and eventually sells for less than a property represented by a seasoned real estate agent.

Pricing a home properly is key. Experienced agents know the

nuances of your local market area and know how to price based on those specifics. By hiring an agent you will ensure you won't make any emotional home seller mistakes when pricing your home.

Seasoned agents know where to target market your property. Exposure to the market place is no longer just local newspaper ads and a sign. Today, only 10 percent of all buyers find their homes from a yard sign.

Stats are even more dismal for sellers who choose print media. Only 1 percent of buyers find homes through newspaper advertising.

Selling your home is a business transaction. The selling process involves negotiations and proper contract details and legalities. A skilled negotiator keeps the process rolling along.

Realtors have the right tools to make use of social media properly. The Multiple Listing Service combined with team work with colleagues is an incredible international network. Top producers do not waste time with buyers who are not ready willing and able buyers. Buyers want to see a property immediately. They don't want to work around your schedule.

Buyers are much less apt to be truthful and forthcoming with a seller directly. Laws and regulations as well as paperwork can be a nightmare for a seller. A Realtor takes care of the follow thru of the proper documents regarding the listing and the sale. Mistakes in this area could cost a seller thousands. Statistically, the money you think you are saving on commission will cost you money. Homes for sale by owner are sold 11 percent less than with a licensed real estate agent!

*Marlene Marrucco Recchia,
William Pitt Sotheby's International
Realty, (203) 257-4080*