



Real Estate Free Report

# Five "On-the-Money" Reasons to Use a REALTOR®

It's an interesting time in our market - and in our economy. While home sales are on the rise and the real estate industry is back in full swing, there's a lot to think about when selling your home to ensure your interests are always protected.

While some homeowners still choose the For Sale by Owner route, here are five reasons to work with a trusted professional:

**1. Stats are in your favor.** The National Association of REALTORS® conducts a survey of homebuyers and sellers every year and, although the numbers may vary, homes sold by an agent consistently out-price FSBOs. In the most recent survey, data shows the typical FSBO home sold for \$184,000, compared with \$230,000 for agent-assisted home sales. So even when factoring in commissions, you'll likely get a higher return on your investment by using an agent.

**2. Market knowledge.** With access to the most recent market data, experience and "feet on the ground" knowledge of local community market trends, an experienced agent can offer the most realistic purchase and listing prices. That enables you to price your home right the first time (using area comparables) and take full advantage of the surge in interest that typically takes place during the first 30 days of contract.

**3. Skilled negotiators.** One of the toughest parts of buying or selling a home (often a consumer's biggest

investment) is handling negotiations. Just as you would want a skilled attorney handling your legal matters or an expert surgeon handling your operation - you want to put your home sale or purchase in the hands of someone who has the insight, skill set, experience and sales savvy to ensure you get the absolute best deal.

**4. Exposure.** More than 92% of buyers start their home search online. Agents have an advantage over FSBOs in that they have a wide spectrum of online resources they can tap into to showcase your listing. They also have the skill and experience to craft those listing descriptions in a way that attracts the most positive attention from buyers as well as other agents with buyers who are a great fit for your home.

**5. Time.** Many consumers are so busy that they can barely keep up with their own calendar. Selling a home takes time - a lot of it, in fact. From preparation to contracts to marketing to showing to open houses and appointments to getting buyers qualified and negotiating on your behalf - it really is a full-time job. Any expert will tell you that a big secret to success is letting people do what they do best.

I'm an experienced agent, and I'm here to help. My time in this industry has given me the insight, tools, skills and ability to help my customers and clients get the very best price and terms for their homes. I'd love to do the same for you. Call or text me today to learn more.



Sherry Elrod  
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Have questions about any of these powerful ideas or strategies? Want a free consultation to see how we can apply them to YOUR home? Give me a call today!



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# FIND OUT HOW MUCH YOUR HOUSE IS WORTH IN TODAY'S MARKET.

If you're going to sell your house in the next 6-12 months, what you do right now to prepare for the sale could make a difference of thousands of dollars.

The first thing you'll need to know is how much your house is worth compared to other homes in today's market. It's easy to find out.

Now you can get a FREE list of homes for sale and sold in your neighborhood in the last 12 months.

so you have a good idea of what homes like yours are selling for in your neighborhood.

To get the most current Neighborhood Activity Report for your area just call or text today, and we'll send it out right away.

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## Get a FREE List of Every Home For Sale in Any Price Range!

Now you can get an up-to-the-minute list of all homes for sale right now – in any neighborhood – in any price range.

It's as simple as a phone call or an email and we can get your copy of this valuable real estate list sent out. Call me to FIND OUT HOW MUCH YOUR HOUSE IS WORTH TODAY!



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**Call Me Today for All Your Real Estate Needs!**



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