

USING A REALTOR TO SELL YOUR HOME

Selling your home is a full time job. . .

If you are at work most of the day, important leads and inquiries can get lost. Moreover, you may lack knowledge of legal terminology and experience with financing that could cost you money on the sale.

'REALTOR' is a trademark identifying those professionals who belong to their local real estate board, the Alberta Real Estate Association and the Canadian Real Estate Association.

You can sell your home yourself, but do you really want to?

A REALTOR can save you money, time and sleepless nights.

Your REALTOR will fully explain what to expect so that you are not faced with surprises along the way.

Your REALTOR will help you set a **fair selling price**, reflecting the true value of your home under current market conditions. Arriving at an accurate estimate of value involves analyzing your home and comparing it to similar houses for sale or recently sold, using sales statistics available only to qualified REALTORS.

Only a REALTOR can offer you the **Multiple Listing Service® (MLS®)**, giving your home the greatest possible exposure to the marketplace. Agents who are not members of your local real estate board cannot list on the MLS®.

Your REALTOR will develop a **marketing plan** that may include:

- An open house
 - for other REALTORS, and
 - for the public.

- Advertising, such as
 - newspaper ads,
 - a lawn sign,
 - direct mail flyers, and
 - mls.ca and the Internet

Your REALTOR can give you tips to improve the marketability of your home.

Your REALTOR will **separate 'lookers' from 'buyers'**, saving wear and tear on you and your home, and ensuring serious offers.

Your REALTOR will **negotiate the sale price** on your behalf, and draw up a legally binding contract.

Using a REALTOR protects you, the consumer.

You can expect strict compliance with the *Real Estate Act* and adherence to a Code of Ethics and Standards of Business Practice, enforced by the local real estate board. This ensures you will receive the highest level of service, honesty and integrity throughout your transaction.

