### **Four Reasons Sellers Should Hire a Realtor**

### **Reason #1: Realtors can sell homes for more money.**

In fact, most sellers net more money in their pocket with an agent, even after they pay the agent’s commission. The typical home sold by an agent sells for $230,000, while the typical For-Sale-by-Owner home sells for $184,000.

That doesn't mean that every agent is going to sell your home for more money. But, the numbers do show that agents are able to sell homes for more.

### **Reason #2: The whole process is easier when you hire a Realtor.**

Let me give you an example. I talked to a Title Company Manager who handles For-Sale-by-Owner Closings and Realtor Closings.

He told me that when a For-Sale-by-Owner home sells, it takes about 45 days for the two parties to sign off on the contract.

He said that sometimes they don't even sign it until they sit down for the closing. When a property is sold by a Realtor, however, the sale contract is usually signed in 45 hours.

**Why does this matter to you?**

Have you ever heard of "Buyer's Remorse?" It's when a buyer makes a decision to buy your home, and then as soon as they’ve made that decision, they immediately begin to question it.

It doesn't matter if the decision seems good or bad. I've seen buyers have buyer's remorse even when they were getting the property for a steal. They still questioned it, and sometimes they would “freak out” and change their mind.

If you have a signed contract, you can hold their feet to the fire. If not, the buyer could walk away, and then you have to sell your house all over again.

Now, this isn't to say that you can't sell your house yourself. You probably can.

But, unless you have sold a lot of homes yourself, then you probably aren't set up for possible obstacles as well as a professional Realtor is.

### **Reason #3: A good Realtor can save 80-100 hours of your time.**

Realtors handle all of the busy work for you. We are experts at financing, loan conditions, home inspections, surveys, title work, termite inspections, appraisals, negotiating, etc. Experts have estimated that there are 189-213 different things that an agent does to sell a home!

Of course, that list can be shorter or longer, depending on the property.

### **Reason #4: Realtors solve problems.**

Solving problems is the most important thing a Realtor can do. It’s one thing to have a buyer who wants to buy your house. But just because they decide at that moment to buy a house doesn't mean they will go through with it.

Here is a story that illustrates this perfectly.

A seller put her home on the market. The perfect buyer came along and made a full price offer for the home. The seller and the buyer signed a contract, and the buyer started working on financing. The buyer ran into a problem with the financing and cancelled the contract.

Later on, the seller told the story to an agent. It turns out that the problem the buyer had was completely solvable. But the seller didn't know how to solve it. As a result, the buyer couldn't obtain financing to buy the home.

Unfortunately, the seller had to put the home back on the market, and it took another 5 months to sell. The seller had to pay an additional 5 months’ worth of mortgage payments, property tax payments, and homeowner's insurance premiums.

In addition, she had to maintain the lawn, pay the electric bill, and maintain the property. If we add up all of those expenses, we can easily say that the lost sale cost her $9,575.

This reminds me of the old story of the importance of "knowing where to tap."

Have you ever heard the story? I'll retell it for you:

*A huge steamship boiler system was not working properly. The steamship captain hired a top boiler expert to fix it.*

*After hearing about the problem, the expert asked a few questions and inspected the boiler room. He looked at the pipes that twisted and turned every which-way, then listened to the boiler and all of the machinery.*

*He thought for a minute, reached into his tools, and grabbed a small hammer. He gently tapped one valve, and the problem was fixed. He sent a bill for $1,000 to the owner of the steamship.*

*When the owner saw the $1,000 invoice, he was as mad as a nest of hornets!*

*He called the expert and confronted him about the bill. "You were only there for 15 minutes! How dare you charge me $1,000,” he said. The expert heard him out and told him that he would send over a new bill.*

*The owner received another bill the next day. The bill was itemized as follows:*

*Tapping the valve: $.50.*

*Knowing where to tap: $999.50*

*Total: $1,000.00.*

Specialized Knowledge is one of the most valuable resources in the world.

Fortunately for you, agents have specialized knowledge. We know how to sell homes for more money. We know precisely where to "tap the valve" and to solve any problems that come up.

In fact, you will usually make money and save time when you hire an agent to sell your house.

**What is your time worth?**

If it isn't worth anything, then you should sell your home yourself. But I know that isn't the case. Your time isn't worthless! I know from personal experience that most homeowners are successful, hardworking individuals.

You have probably spent countless hours becoming skilled at your profession. I am sure that you have a lot of "specialized knowledge" in your area of expertise. An outsider might look at what you do and think it's easy. It's not. You know it, and I know it.

So, run the numbers. Consider what I have sent you. And when you are ready to hire a professional Realtor, then give me a call. I'll be glad to help you.

Call me at (333) 333-3333 to find out how I can sell your home faster for more money and less hassle.

And if you have any general real estate questions, do not hesitate to send me an email at Name@Email.com.

Best Regards,

Your Name

You First Real Estate

Website: YourWebsite.com

Phone: (333) 555-1212

Email: Name@Email.com

*Not intended to solicit any properties already listed for sale with another real estate agent. If your home is already for sale, then please disregard this message.*