**For Sale By Owner**

**Selling a home is one of the largest financial**

**transactions most people ever experience.**

Unfortunatly, most sellers initially underestimate the time commitment and complexity of the process. To be successful, a seller may need extensive marketing experience and access to trusted financial and legal counsel. Though the legal process can be undertaken independently, unless the seller is a professional, the For Sale By Owner option can be frustrating and potentially costly.

Finding the right Real Estate Agent can make a significant difference in the sale of your home. Here are 9 reasons to work with a Real Estate Professional.

**1.To Optimize The Sale Price**

As a seller, you have the power to set the sale price, but ultimately *it’s the buyer who determines the property’s value*. I can help you properly price your home, which is often the most important factor in attracting the right buyers. If your home is priced incorrectly, your home may turn away good prospects and linger too long on the market. The longer a home remains on the market, the less attractive it becomes as buyers question what may be “wrong” with it.

Another service I offer is a Comparative Market Analysis (CMA) for your home. Using recent sales of similar homes in your neighborhood, I will take into consideration your property’s location, condition and features, as well as current market conditions and your time frame to determine a value.

**2. To Stage Your Home For Maximum Appeal**

First impressions are critical to potential buyers, which is why preparing your home is important to the success of your sale. Buyer’s generally imagine the home as their own and prefer homes that appear “move in ready.”

I can offer my advice on simple improvments and repairs to maximize your homes appeal. Here are a few easy tips to attract and impress prospects.

* Clean Up- Tide homes show much better than untidy ones. Making sure your kitchen and bathrooms are spotless is key. Don’t forget to strighten up closets and cabinets too, since buyers will usually open them.
* Get Rid of Clutter- Pack away personal items, and clear most tables and surfaces.
* Take a Deep Breath- Open the windows to let in some clean, fresh air.
* Make It Cozy- If you have a fireplace, show it off by lighting it. Make sure the temperature of the home is comfortable enough to encourage buyers to linger.
* Create A Pleasant Impression- Soft bakground music, candles and aromatic fresh baked cookies all add to the feeling of “home”

**3. To Maximize Your Property’s Exposure**

Yard signs, online banner ads and open houses, which still can be important, are no longer enough to bring serious buyers through your doors. In fact, according to the National Association Of Realtors®, 79% of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal outreach. Nearly 94% of people surveyed claimed they were very satisfied with their agents knowledge of the process and over 85% of sellers and 70% of buyers would use the same agent again in the future. Realtors® connect sellers to buyers better than any other sales tool.

**4. To Make Buyers Comfortable**

Homes are very personal, and many buyers are often cautious of invading others’ privacy. Generally, it is more enjoyable to walk through and look at a home without the current owner present. Also, many buyers can be hesitant to make an offer when they know they will be negotiating directly with the owner. Using a Real Estate professional can put the buyers at ease and helps improve communication.

**5. To Pre-Approve Prospective Buyers**

Cleaning and leaving your home for every showing is a lot of work; you want to make sure the prospective buyers are serious. I will make certain that buyers are pre- approved so you know they are motivated and financially prepared to buy, when they are ready. This saves you time and the inconvenience of un-qualified buyers walking through your homes. And for your safety, all showings will be scheduled through our office.

**6. To Help Protect You Against Claims**

Selling a home is a legal transaction. I can assist you with all the relevant disclosure forms you may need to provide to the buyer. It is very important that all matters relating to the sale of the home, including its physical condition, history, zoning etc., be accurately and comprehensively disclosed. Overlooking the smallest detail could potentially lead to an expensive claim.

**7. To Ensure Privacy**

No one likes the idea or random strangers knocking on their door and previewing their home at all hours of the day and night. The best way to protect your privacy and safety is to have your agent accompany buyers to your home. This way, we can supervise prospective buyers as they preview your home and be on hand to answer any questions they may have.

**8. To Negotiate Your Price And Terms**

You want to sell your home; they want to buy it. Reaching an agreement requires complete objectivity and a thorough understanding of deeds, abstracts, offers, contingencies, disclosures, title searches etc. Having a skilled negotiator in your corner may greatly improve your chance of selling your home at the optimal price.

**9. To Gain Access To A Network Of Buyers**

Why take on the risks and frustrations of selling your home alone when you can put us to work for you? As a state wide company with access to several MLS systems throughout NY state, we have the ability to give you the most exposure for your home. That means, giving you exposure to the most buyers! The more buyers that have access to your home, the better chance of selling it faster and at a higher price. A few other perks:

* Our website allows buyers to search for homes all over the state and get pre-qualified

[**www.SevenValleyRealty.com**](http://www.SevenValleyRealty.com)

* Social media exposure and useful tips and tools for buyers on Facebook, Twitter and Pinterest
* Access to all public sites such as Zillow.com, Trulia.com, Realtor.com, ListHub.com to name a few

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