

MAKE LIFE EASIER WHEN YOU SELL YOUR HOME ... CALL AN EXPERT

Sure, you *could* try to sell your own home.

You could gather as much market data as possible and try to determine the best asking price. You could decide what else you might do—paint or landscape or remodel?—to maximize the property's appeal and value. You could get the word out to as many people as possible that your home is for sale. You could field all calls from buyers and their agents, schedule showings, and answer people's questions. You could assess offers and make counteroffers. You could figure out how to respond to the buyer's requests and questions, and keep on top of deadlines. You could research how to avoid missteps that would lose you money, put the transaction at risk, or lead to a lawsuit.

Yes, you *could* do all that and eventually close the deal ... *or* you could hire someone to make your life easier.

By hiring a REALTOR®, you get a trustworthy, qualified professional helping you with your home sale. Your REALTOR® knows the ins and outs of your local market and can guide you to a successful closing.

With exclusive access to the most accurate market data and more than 150 real estate forms, your REALTOR® will ensure you have the information and tools you need to accomplish your goal. Your REALTOR® also has professional contacts in the industry who can help you with every aspect of the transaction.

You won't have to wonder what is happening or what comes next. Explaining what's going on is all part of the job.

Selling your home is not only the largest financial transaction you'll ever do—it can be one of the most stressful and complex ones as well. Why go it alone when you can have an advocate on your team? Your REALTOR® is here to help and bring you peace of mind.

