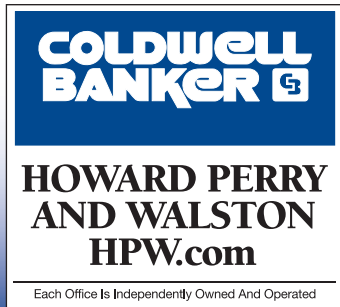


Main Event



VS.



If it were really safe and easy, everyone would do it. But it's not, and here are 12 reasons why!

Why do 87% of homeowners rely on the expertise of a real estate professional to help them buy or sell their home?

Most current or prospective homeowners simply don't have the time or money to deal with the endless frustrations being a FSBO entails. Just look at a few of the hassles you'll face once you get that "For Sale by Owner" sign in place:

Price – Although 56% of For Sale by Owners who were surveyed said they chose to go it alone because they did not want to pay a commission fee, **sellers who work with a Realtor® typically sell their home for a 33% higher price.** Why? Mostly because agent-assisted sellers benefited from more frequent use of an array of marketing methods than FSBO sellers.

Time – Being a Realtor® is a full-time job... do you really have time to take on this job in addition to the one you already have?

Preparation – A lot of preparation must be done before you put your home on the market. A Realtor® can tell you which services and upgrades you'll really benefit from and direct you to the best vendors for assistance.

Marketing – Your ability to receive top dollar for your home depends significantly on the number of potential buyers exposed to your product. Do you have a complete marketing plan ready for your home?

Showing – Because your home is the center of many beloved family memories, it may understandably be difficult to respond objectively to the comments of potential buyers. Your Realtor® knows which features should be emphasized as most appealing.

Safety – Inviting strangers to view your home creates risk for burglary or worse. Your Realtor® can carefully screen and accompany prospective homebuyers into your home.

Legal Disclosure – Selling your home creates loads of paperwork and complex legal matters that must be carefully considered... are you prepared?

Negotiating – Realtors® are highly trained professionals, offering critical negotiation techniques and a vast knowledge of market comparables. A real estate transaction can be frustrating and even frightening if you aren't properly prepared.

Financing – Most buyers rely on a real estate professional to help them obtain a mortgage and pre-qualification. A Realtor® can help you make sure your offers come from qualified buyers.

Closing – After the purchase agreement is signed, the work is far from over... any rough spots must be worked through on the way to the closing table.

Neighborhood – A Realtor® can be a reliable source of information, such as zoning regulations, deed restrictions, protective covenants, shopping areas and transportation.

Relocation – Some of the best potential buyers are relocating to your community. A Realtor® can better connect you with those buyers.

For Sale by Owner requires considerable time, effort and money from you, the seller. If this all sounds overwhelming, we've got a simple solution – let us help. You're in a great market at a great time with a great partner. Put a Coldwell Banker Howard Perry and Walston Realtor® to work for you!

Statistics courtesy of the 2007 NAR Report