

Your Real Estate Advisor



Considerations When Selling On Your Own

Consider the following . . .

Homes are purchased by comparison and you have only one property to show.

The average homeowner overprices his home but eventually accepts a price lower than market value. A REALTOR® can objectively price the home based on actual comparable sales.

It is difficult for a seller to create rapport with a buyer because no relationship has been established. In some cases, an adversarial position occurs because there is no third party negotiator.

You may hear conflicting suggestions regarding the sale of your home from well-intentioned friends. A REALTOR® can see the entire picture and offer advice based on a wide range of experiences.

A REALTOR® can offer expert advice to sell the home quickly by preparing the home prior to placing it on the market.

Your method of attracting buyers is a sign in the yard and an ad in the paper, but REALTORS® have many proven methods of promoting your property.

The average prospect isn't likely to freely discuss his likes and dislikes with a homeowner but will with a REALTOR®. This is a necessary step in the decision-making process.

It is difficult for you to follow-up with prospects who have seen your home because it might be interpreted as anxiety to sell, which could give the impression you will take less for your home.

Is it the highest and best use of your time to try to sell your home or would you be more productive at your chosen profession?

De La Guardia Group combines many years' experience, a thorough understanding of the real estate market, and cutting-edge technology to provide buyers and sellers with competent advice and proven results.

