

YOU NEED A PROFESSIONAL TO BUY OR SELL A HOME



Many people ask us whether they should hire an agent to sell their home or whether they should first try as a For Saleby Owner (FSBO). In today's market, we believe this is an easy decision: you need an experienced professional!

YOU NEED AN EXPERT GUIDE IF YOU ARE TRAVELING A DANGEROUS PATH

The field of real estate is loaded with land mines. You need a true expert to guide you through the dangerous pitfalls that currently exist. Finding a buyer ready, willing and able to pay fair market value for your home at a time when lending standards are so stringent is not an easy task. Finding reasonable financing can also be tricky when interest rates are volatile like they have been over the last several months.

YOU NEED A SKILLED NEGOTIATOR

In today's market, hiring a talented negotiator could save you thousands, perhaps tens of thousands of dollars. Each step of the way – from the original offer, to the possible re-negotiation of that offer after a home inspection, to the possible cancellation of the deal based on a troubled appraisal – you need someone who can keep the deal together until it closes.

Realize that when an agent is negotiating their commission with you, they are negotiating their own salary; the salary that keeps a roof over their family's head; the salary that puts food on their family's table. If they are quick to take less when negotiating for themselves and their families, what makes you think they will not act the same way when negotiating for you and your family? If they were Clark Kent when negotiating with you, they will not turn into Superman when negotiating with the buyer or seller in your deal.

BOTTOM LINE

We believe that famous sayings become famous because they are true. You get what you pay for. Just like a good accountant or a good attorney, a good agent will save you money...not cost you money.



MARKETING DONE RIGHT!

Call **619 562 6800** or visit **RichardElias.com**

