

A to Z: 26 REASONS TO HIRE A REALTOR

Adsvertising: A realtor develops a marketing plan for your property, puts your property on the map, and responds to all purchase inquiries.

Buyers: Realtors represent buyers and sellers, and have networks of clients and professionals to help you either sell your current home or find a new one.

Competitive Market Analysis (CMA): Realtors research your property and competition and offer sound advice to aggressively market your property.

Disclosures: Realtors are the experts on the many disclosures and documents used in real estate transactions.

Experience: Having a professional on your side is a priceless commodity when dealing in any real estate transactions and the current market.

Financing: If you're not sure where to turn for sound mortgage advice, a realtor is able to connect you with reliable resources to suit your needs.

Gain: Hiring a professional helps you gain an edge over the competition and maximizes your selling price in the competitive market.

Help: Help with paperwork; help with staging and showings; help with financing; help with negotiations; help with all aspects of your transaction.

Information: Data is available to a real estate professional at their fingertips. They will analyze your property and competition to maximize your potential.

Juggling: It can be a Herculean task to juggle all the aspects of the transaction from research and marketing to scheduling, deadlines and closings. Let the expert juggle the tasks for you.

Keys: A realtor coordinates access to your property for showings and inspections so you don't have to manage that yourself.

Licensed Professionals: Realtors are the industry experts and are governed by the Colorado Division of Real Estate to ensure consumer protection.

Multiple Listing Services: Realtors maximize your property's exposure on the market and access information from many different listing sources in the state. Talk with your Realtor about the venues they utilize.



Networking: Realtors are connected in the industry and in your communities, so maximize your representation in the marketplace.

Open Houses: Realtors coordinate, advertise, and manage Open Houses to invite prospective buyers to view your home and sell successfully.

Peace of Mind: Hiring a professional to represent you and your interest allows you peace of mind to live life without the additional stress of managing every aspect of marketing and selling your property. Let them guide you through the process.

Qualifying buyers: Realtors use means to qualify prospective buyers and help weed out “looky-loos”. Increase your chances of successful closing by prequalifying buyers.

Resource referrals: Beyond property information and market expertise, a realtor is able to connect you with reliable service providers that may include inspectors, appraisers, closing agencies, insurers, handy-man services, contractors and more.

Signage: Signage from your trusted real estate professional increases the visibility of your property.

Transaction management: In the current Colorado purchase contract, there are nearly 30 deadlines and more checklist items in any transaction. Making sure your contract and closing happen successfully, while the realtor manages it all for you.

Useful: There is no one better than a realtor to provide you with information on the market, competition, buyer feedback, contract updates, and transaction management.

Vocabulary: The standard purchase contract is over 10 pages in length and there are many other documents and disclosures completed in a standard transaction. Do you understand terminology such as *tenants in common*, *easement*, *MEC*, *standard exceptions*, or *Right of First Refusal* just to name a few? A realtor will explain the terms of your contract so you are informed before you sign. Contracts have legal consequences and it is also advised to seek legal or tax counsel at your discretion.

Written communications: The realtor aids in the completion of the contract and closing as well as maintaining all verbal and written communications with you, the client.

Xmarks the spot: A realtor will walk you through the real estate documents and show you where you need to sign to successfully sell (or buy) your home.

You: Let the realtor handle their area of expertise and successfully market and sell your home allowing you to focus your valuable time on career, family and personal life.

Zeal: The real estate professional has a passion for their career, and their mission is to successfully market and sell your home.