

7 reasons TO HAVE A PROFESSIONAL



SELL YOUR home



1 NEGOTIATION

A real estate agent is not emotionally attached to your home and is therefore free objectively consider offers and negotiate on your behalf.

2 DEDICATION

Are you prepared to answer and return all of the calls, texts or emails from prospective buyers? Are you prepared to make your home available whenever a buyer wants to stop by for a preview? A real estate agent is dedicated to these tasks and will manage communications and showings for your home.

Consider this information before listing your home
“For Sale by Owner”

3 STAGING

Real estate agents look at a lot of homes. They can tell you what should be moved or replaced so your home presents well to prospective buyers.

4 EXPERIENCE

The real estate industry is complex and borrower lending is highly regulated. A real estate agent knows what to expect from a closing and can prepare you with realistic expectations.



5 QUALIFYING

An experienced real estate agent can determine if prospective buyers are really interested or just looking around. Additionally, they know what a buyer should provide to determine if they are financially able to purchase your home.



6 ADVERTISING

A real estate agent has access to a network of other real estate professionals with prospective buyers. Additionally, they are experienced in marketing and advertising a home to maximize exposure, leading to more offers.

7 KNOWLEDGE

Staying current on market conditions and property values is part of a real estate agent's role. They know how to create a market analysis and price your home competitively based on the market state.



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