



This article might be of interest to you...

- Choosing the right agent makes all the difference in the world

Soheila Debra Eliassi

Licensed Real Estate Salesperson
(516) 639-7146

6 Reasons To Hire A Real Estate Agent To Sell Your Home

Selling your home is a complex process and something that most people only do a handful of times in a lifetime. While it may be tempting to forego the help of a real estate agent to save money on commissions, the reality is that the right agent can save you money *and* make it much simpler to sell your home. A skilled agent has the industry expertise, local knowledge, negotiating skills, and marketing know-how to make your life easier in so many important ways. Still undecided on hiring an agent? Here are six reasons to hire a real estate agent when selling your home.



1. Industry Knowledge and Local Expertise

Your real estate agent understands the latest industry trends and has extensive knowledge of local neighborhoods. Most buyers shop for a neighborhood as much as a home, so local knowledge is key to selling your home.

2. Picking a Price to Get Your Home Sold

Picking the right price is one of the most important steps in getting your home sold, and it's challenging to do without a deep understanding of the local real estate market. Your real estate agent can help you look at prices for comparable homes which have sold in the area, to give you an idea of precisely what buyers are willing to pay. The right price makes it easier to attract buyers and helps start negotiations on the right foot.

3. Making the Most of Marketing Opportunities

While there's a financial cost to hiring an agent, it pales in comparison to the expenses you'll take on by selling your home on your own. Marketing alone requires a significant investment and in-depth industry knowledge. When you hire an agent, you don't have to worry about out-of-pocket marketing costs, and you'll get a marketing plan designed by a real expert.

4. A Skilled Negotiator on Your Side

Even if you move relatively often, you'll probably only sell a home a few times in your lifetime. A real estate agent, on the other hand, lives and breathes the industry every day. They know the latest negotiating tactics, how to keep buyers interested, how to remove emotion from the equation, and how to maximize the value you receive when selling your home.

5. Say Goodbye to Stacks of Paperwork

Have you ever seen the stack of paperwork required to close the deal on a home sale? Spoiler alert: it's huge. In addition to handling the paperwork, so you don't have to, your real estate agent can make sure that everything is done by the book. That way, there will be no unpleasant surprises when it's time to close the deal.

6. Simplify the Process and Save Money

Yes, you'll have to pay a commission if your agent helps you sell a home, but going without an agent adds so many costs that you'll have to pay out of pocket. Marketing alone is a high cost when you go for sale by owner (FSBO), and you'll also be investing so much more time into the process when you do it alone. The right agent will simplify the selling process, which saves you both time and money.

There's no doubt that the right real estate agent makes life easier when selling your home and can even save you money in the process. The commission for a top agent is a small price to pay when you consider how many ways your agent can help you get your home sold, save time, and keep your hard-earned money in your pockets.

Soheila Debra Eliassi

Licensed Real Estate Salesperson

(516) 639-7146

soheilaeliassi.laffey.com

seliassi@laffeyre.com



LAFFEY
REAL ESTATE