

The Myths and Realities of Selling Costs!

Some believe that by cutting the Realtor marketing fee one saves a bunch of money. ***In fact*** – they are losing money and taking on unnecessary added risk that could cost dearly. As your real estate professional I will ***in fact*** save you money, time and represent/protect your interests.

Cost will always be a part of the selling process. **Here's a short list of your cost:**

- **Taxes** – any special considerations to note, or advantage to explore?
- **Financing** – how will my bottom line be affected?
- **Home Inspection** – what repairs are necessary, can seller choose?
- **Appraisal** – how much, when, and who will defend my price?
- **Title Insurance** – who pays, when and why?
- **Real Estate marketing fees** – what's best and who pays?
- **Security** – what's at risk?
- **Convenience** – do I really have the time, knowledge and patience?

For Sale by Owner (FSBO) hidden costs are not free. Consider the following:

- Ad programs – who pays the bill?
- Buyers – who's screening and qualifying these strangers?
- Process – who's protecting my interests?
- Sale – who's in charge, & who is drawing up the paper work?
- Law suits – who's on my side?

What's the value of my professional Realtor services?

- ✓ 3% to 5% increase in sales price.
- ✓ 29% shorter marketing time.
- ✓ 86% of all FSBO's list.
- ✓ 93% of all buyers use a realtor.
- ✓ 100% peace of mind!

Again, the trick is not eliminating costs - that simply is not possible. Managing and understanding the cost is the secret. Why do you think my lawyer, doctor, professional clients call on my team when it comes time to upgrade, sell or find a home for one of the kids? They know that too much is at stake. Over the years I have asked some of these individuals why, with their background and experience, do they use my services as a professional Realtor? In order of importance they have said my service **save them money and time, protects their interests and gave their spouse peace of mind.** We would be delighted to work with you and produce these same results for you!

Rod Stone

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A true experienced, professional!

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