

For Sale by Owner- Why you should consider working with a real estate agent

The arguments out there for not working a real estate agent are plenty and often times, even to an agent, can make sense. For example, sellers can save money by not working with an agent or they can avoid the middleman by communicating directly with a buyer. Sometimes, sellers have been burned by an agent in the past and emotionally aren't equipped to deal with that potential again. For all the reasons not to work with an agent, I still say the positives outweigh the negative.

Positive Number 1. An agent is going to know the market, it's their job! We do this stuff every single day and know our markets inside and out, at least a good agent does.

Fairbairn Realty agents belong to two Multiple Listing Services. What that means to you is that an agent with our office has access to more than most when it comes to resources. A lot of times an agent in the Emmet Association of Realtors only has access to one MLS system. That means they upload a listing into just one system and can only see listings that are in the MLS. Meanwhile, agents with the Water Wonderland Board of Realtors can only upload and see listings in their MLS. So what happens if a Water Wonderland Board of Realtors agent wants to list a property in the Emmet territory? Well, they put the listing in their MLS and the Emmet agents don't get to see it. Both sides are losing out on information that is pertinent to listing a home. That's not the case with a Fairbairn Realty agent though, because a Fairbairn Realty agent belongs to both the Emmet Board of Realtors and the Water Wonderland Board of realtors. Ultimately, the reason why this is important is because when pricing your home, you need all the data out there, not just a piece of it.

Positive Number 2. An agent goes to work for you. Real estate agents don't get paid unless the house sells and that is important because money is a

great motivator for results. Along that same vein, real estate agents have experience with marketing a home; they have tried and tested what works and what doesn't to market a home. They'll know how to put your home in front of buyers in the most effective way.

Positive Number 3. You still have to go to work every day and may not have the time to dedicate to making sure your home sells but an agent does. Again, because this is our career, agents have the ability to focus on selling your home. While you go off to work your 9-5, your agent will be working on selling your home! Can't beat that!

Positive Number 4. Networks. Agents have access to other agents; agents that have buyers! By using an agent, you multiply your access to home buyers so much more quickly than without. Also, agents know who is a serious buyer and who is just "kicking tires". And lastly, an agent can help the buyer work through the process.

Positive Number 5. Experience. Agents have history behind them. An agent is going to know what issues to look out for and how to handle them because they've been through the selling process over and over again. Something that may stop you dead in your tracks, may be an easy fix if you have an agent on your side.