

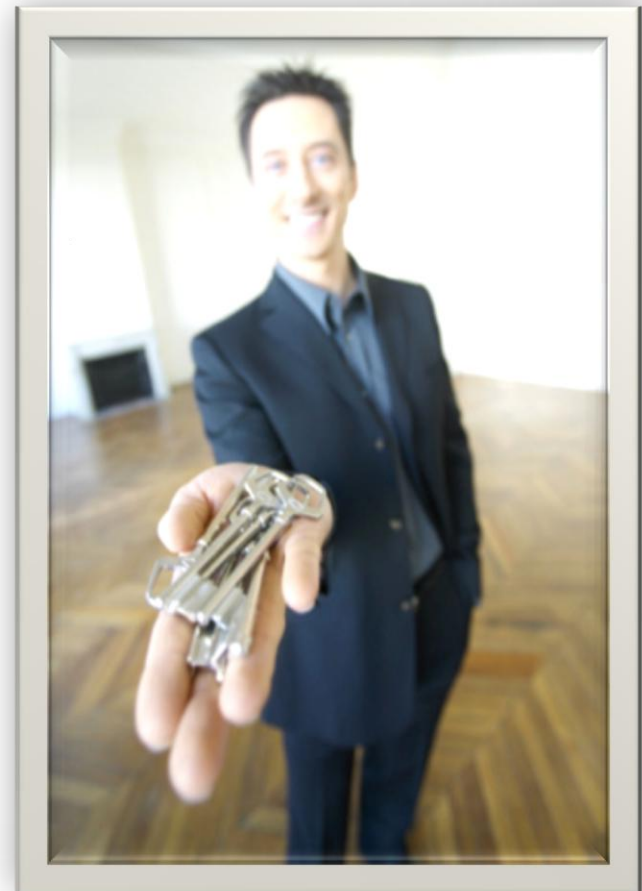


Working with a REALTOR®

Outline

Why should you work with a REALTOR®

- **They work for you/With you**
- **Experience and Expertise**
- **Marketing
Tools to Sell/Buy**
- **Nothing to lose!**
- **Measurable results**



Real Estate Agency



REALTORS® are your agent

They work for you only

**They give advice, but YOU
Make the final decisions**

**Working with an agent helps you make
More informed decisions**

**You would use a doctor to fix a
Broken bone**

**Why try to buy or sell
a house on your own?**

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Each Office is Independently Owned and Operated

Expertise



Don't know where to start?

- **A REALTOR® can guide you step by step**
- **Never worry about getting things such as**
 - **Inspections/appraisals/warranties being scheduled or ordered**
 - **Not crossing your T's and dotting your I's in contracts**
 - **Filling out all paperwork**
 - **Making a mistake such as offending sellers with a bad offer**
 - **Illegally misleading potential buyers with false information**
 - **Missing an important defect in a house**

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Marketing



- Your home is seen in more places
- Website for your listing, plus be published to over 25 top real estate websites
- In house promotion at the real estate office
- 24 hour phone information system
- REALTOR® pays for newspaper advertising
- Brochures provided by agent
- Recognizable signage



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Nothing to Lose!

Buyers do not pay real estate commission!

- Buyers are basically getting help and expertise free of charge
- It is proven that sellers get more from their house when working with an agent which helps make up for commission
- Sell your home faster
- Take the stresses out of the buying process
- REALTORS have years of networking and connections to recommend services to you such as painters, carpet cleaners, etc..

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Measurable Results

- **83% of buyers use a real estate agent**
- **87% would use the same agent in the future**
- **88% of sellers are assisted by agents**
- **Half of For Sale By Owner Sellers knew the buyer prior to sale**
- **28% of FSBO take no action to market their home**
- **56% of FSBO did not offer incentives to attract buyers**
- **91% of buyers that use agents get their home advertised on the internet**
- **23% of FSBO reported that getting the price right was the most difficult task**

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Statistics courtesy of
National Association of
REALTORS®

2010 Buyers and Sellers Profile

