

# Gross More When You Use a Realtor to Sell Your Home

## 1. **Pricing**

Realtors are up-to-date on market trends and can effectively price your home.

## 2. **Exposure**

Limited compared to hundreds of agents it will be marketed through when using MLS, internet, all our advertising.

## 3. **Qualifying**

Buyers are not likely to share their financial information with strangers (owners). Realtors can find out if a buyer is pre-qualified by looking at their income and available funds for down payment.

## 4. **Accessibility**

Realtors are available to show your home while you are at work or out of town.

## 5. **Risks**

Crime, assault and robbery are only a few of the dangers of allowing strangers into view your home before they have been pre-screened by a Realtor.

## 6. **Conflict**

Conflicts can arise from negotiating your own property or when dealing with first time buyers who need more guidance and support.

## 7. **Transferees**

Transferees usually use Realtors because they are unfamiliar with the area and usually have a Realtor assigned to them through a relocation department. While getting started in their new job, they often do not have much time to shop on their own. Using a Realtor ensures them that the sale will be handled competently and the transferee does not have to be in town to see it through.

## 8. **Mortgages**

Realtors are able to answer questions regarding refinancing and mortgage rates.

## 9. **More Money**

Statistics show Realtors can net you more money – which means more money in your pocket even after you have paid commissions!

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