

# *Weighing the Options For Sale By Owner vs. Realtor*

**Do you know how to ready your home for sale?**

*A realtor can make educated suggestions based on past experience that will aid in a professional presentation.*

**Are you knowledgeable in setting the right price for your home?**

*A Realtor has specialized training and the ability to formulate a comparative market analysis to price your home competitively. A Realtor is aware of changing market conditions and will price your home accordingly with optimum value in mind.*

**Do you know the most effective way to advertise?**

*Choosing a Realtor will gain exposure to a network of over 5,000 agents, many with prospective buyers. In addition, advertising including signs and multimedia will be managed by your real estate professional.*

**Are you prepared to qualify a legitimate buyer?**

*A salesperson can pre-qualify prospective buyers in two ways:*

*Are they financially able to purchase your home?*

*Are they truly interested or on a sight-seeing tour?*

**Do you have the ability to negotiate the sale?**

*An agent has no emotional ties with the property and can handle objections on a more neutral basis. Fielding objections on price, terms, and amenities and handling them effectively is part of the training agents receive.*

**Are you prepared to field all the calls and make time to set and keep all appointments?**

*An agent will receive most of the calls and will schedule appointments accordingly.*

**Do you understand the steps that take place after an agreement has been reached?**

*A Realtor will prepare a sales agreement that's enforceable. They understand closing costs and the process of Title and Escrow.*

*Before choosing to sell your home on your own, please weigh these questions and answers. At Pacific Northwest Title we want to ensure your real estate experience is a positive one. We have 10 Tri-County locations to serve you. Call Customer Service at 671-0525 for the location nearest you!*