

# MONDAY MORNING QUARTERBACK

## SHOULD I SELL ON MY OWN OR HIRE A REALTOR?

FEBRUARY 5, 2007

---

When it's time to sell your home, you face a decision: Do I hire a Realtor or go it alone?

As Realtors, we are often asked why a seller should hire us. After all, if your home is your largest investment, you might feel reluctant to share a percentage of that investment by hiring a Realtor.

Our answer: The fact that your home is your largest investment is *precisely* the reason to hire a Realtor.

Realtors have the skills and experience to successfully negotiate the sale of your home and help you avoid potential liabilities that could occur in the listing process.

Here's why it's important to hire a Realtor:

1. **Working with a Realtor nets a higher price for your home.** On average, For Sale by Owner (FSBO) homes sell for 84 cents to the dollar because most homeowners lack the knowledge and training to properly negotiate the sale. A Realtor is a *professional negotiator* who can bring in a much higher price for your home—an increase that far exceeds the Realtor's commission.
2. **Working with a Realtor dramatically increases your odds of selling quickly in a tough market.** Trained in the business of selling homes, Realtors know how to price and show homes as well as put you in touch with qualified buyers to make sure your home sells in the shortest amount of time, for the greatest value. In addition, some Realtors have specialized training in staging homes for sale that give your home a distinct advantage over others on the market. Shea Real Estate & Investment Group has accreditations in both Home Staging & Feng Shui.
3. **Working with a Realtor protects you from lawsuits and expensive mistakes.** Real estate transactions require seemingly hundreds of contracts and detailed documentation: one small error or omission could result in a lawsuit or cost you thousands of dollars. A Realtor is trained to identify and protect you from potential liabilities.
4. **Working with a Realtor protects your home and family.** Having a listing agent and lockbox ensures that you know exactly who is entering and viewing your home. Without a Realtor, FSBO homes—and the families who inhabit them—are more vulnerable to strangers who 'pose' as potential buyers.

**MONDAY MORNING QUARTERBACK**  
**SHOULD I SELL ON MY OWN OR HIRE A REALTOR?**  
**FEBRUARY 5, 2007**

---

The bottom line: Realtors are trained to sell your home for the greatest value, in the quickest amount of time, with a specialized skill set to protect your home, family and assets in the process.

If you needed heart surgery, would you go it alone or would you go to a specialist, one who's been highly trained? The same goes for your most valuable investment, your home.

If you're ready to sell and looking for an expert, give us a call!

**This year, Kari Shea earned a Keller-Williams Southern California 2006 "Rookie of the Year" Award and a Bronze Top Producer Award (something typically earned by agents who have been in the industry for several years). Through her skill and dedication, she delivered outstanding results to her clients in one of the toughest real estate markets in recent years.**

If you are planning to sell your home, give us a call to consider hiring one of the best teams in the county. We'll work with you to quickly earn the greatest value for your investment.