

Real Estate “\$\$\$For Sale\$\$\$” In Alabama – *by* For Sale-By-Owner *or* Professional Realtor®

Figure 1 www.RonSellsAlabama.Com

If you have Residential home/s, Commercial property/s or Land/Acreage and you are ready to place it on the current real estate market, and thinking about trying to market your home, commercial property or land yourself or thinking and considering hiring a Real Estate Broker, allow me the time to go over a few “*Pro and Cons*” and then you will have more information to choose for yourself, what’s best for your short and long term goals.

Let’s discuss the cons of hiring a Realtor® first, let’s face it, the real estate commission is going to be the biggest issue that will concern most people first, and yes, this can add up to possibly thousands, especially on a large transaction. Another thing that concerns the average person is having to sign a listing agreement, which is in essence a contract that lets the Broker/Realtor® control the marketing of the property for either, six months to a year. Would you agree, these are the main draw backs to listing your Alabama Investment for sale with a Broker/Realtor®. The property being a private home, commercial building or land, it is an investment . . . and everyone wants to maximize their bottom line as much as possible . . . we all agree on this, right?

We can go into great detail on the pros, because as we have sold thousands of real estate homes, commercial, and land in my career in **Real Estate** I also sold many properties through a good Realtor® before becoming a broker and Realtor® myself, and believe that even with a lot of experience you should at least look very hard at listing with an aggressive qualified **Real Estate Broker**, and here are some reasons why. **One of my biggest pros** of a Realtor® is preparing, positioning, overall marketing exposure, negotiating, and even in this day of internet listing websites are the beginnings of selling **real estate**! A well trained professional real estate practitioner can obtain the overall exposure your property will need to sell. Most Realtors® know the best websites to use, and will get maximum exposure that your real estate investment needs to ***attract interested*** and ***qualified Buyers***, for your home, commercial or land/acreage for you.

I will say your property being on all the right sites can be rather inexpensively less than print advertisement. . . you still need to know how to correctively word your listing with “**power & attention words**” and know the top sites to post the advertisements on. Another good reason to use a **Real Estate Broker** is the client base they have and the old hip pocket buyer and by hip pocket buyer I mean, someone they’ve been talking to about certain types of properties and they know they’ll buy ***if they find it***.

Now, I will go over the number one thing in today’s market that an individual buyer has difficulty with and that’s financing. Financing can be a huge hurdle buyers have to purchase, after the sale is contracted. If you don’t think this is worth a commission just get your property under contract and try to find the buyer the money needed to complete the agreement, it can be a “DEAL BREAKER!” There are many variables with financing a residential home, residential home for rental purposes, for commercial use, and land/acreage. Unless the Buyer has a picture perfect credit score, there could be mountains to cross

finding financing, unless one has the training and education, knowing where and how to get one approved for a mortgage loan. Many buyers are turned down by mortgage originators, because they were **5**, **10** or **15** points below what the market mandated! I've recently attended a class (in 2010) which we learn much about helping buyers obtain the credit scores needed so they can purchase the real estate property they desire . . . Unless the buyer has a 830 credit score and over twenty to thirty percent down for commercial or land (and, these buyers are hard to find) it isn't going to happen...this is where you will lose most sales. For residential sales, many lenders are expecting buyer to have above 750 credit score to obtain a mortgage . . . However, there are mortgage lenders who will accept a lower credit score with the correct documentations. I have learned what to look for within a person's credit report to help them increase their credit score, it can be time consuming, but the time is well spent to help a seller & buyer obtain their real estate goals . . . **Is this worth** paying a professional Realtor® to help you with marketing and selling your real estate investment . . . if so, please contact me and let's talk and see exactly what can be done.

Thanks, and Respectfully,

Ron



Ron P. Hidalgo

Realtor®/Broker since 1984

Associated with, **EDDINS Properties, Inc.**

General contracting experience from 1972 to 1992

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**Ron's "JOB" is taking care of his client's interest first!
Ron truly believes, "Professional and Quality service is not
expensive,
it's priceless, and his clients deserve nothing less!"**