

Thinking About Selling Your Own Home?

Montgomery Association of Realtors® real estate agents have sold thousands of homes like yours. People are always wondering whether they should sell their home through a Realtor®/Broker/Agent or do it themselves. And both have advantages! But, it's far better to list with a **Montgomery Association of Realtors®** real estate Broker/Agent than to sell it yourself. We give points to consider below;

1. Potential buyers have to be able to contact you easily and at any time. This means that you're on call **24/7**. In the **Montgomery Association of Realtors®** real estate market, a potential buyer will expect you to provide the same level of service, as professional Realtor®! Did you know, while you can use an answering machine or voice mail, a large percentage of buyers won't leave messages. A great number of potential and qualified Buyers will give up, if they don't reach a live person the first time they call. **Why?** Because when people are looking for information, they want immediate gratification! The real estate Brokers/Agent should have the necessary tools, and assistants to take calls and deliver the call/ message directly to a Broker/Agent who can and will assist you. It's true, many Brokers/Agents use cellular phones which they can be contacted directly, and email services which Buyers phone calls and email will be delivered immediately, which alleviates any anxiety about missed opportunities, and annoyances.

2. A REALTOR® who specializes in the Montgomery Association of Realtors® real estates Residential or commercial market should know the current market values and trends. This knowledge is needed to determine the market value of a home, land, or commercial properties, **Sellers and Buyers need access to the detailed information Realtors® possess.** It could be in; **Prattville, Millbrook, Elmore, Wetumpka, Montgomery** Jurisdictions or elsewhere within the Montgomery of Association of Realtor® MLS System services. It might be in the **Tri-County Areas** or **Coosa, Tallapoosa, Bibb, Crenshaw, Bullock, Pike, Lowndes, Dallas, Macon, Chilton, Perry**, Counties and the ***Tallassee area***.

3. Sellers and Buyers cannot realistically judge a home's market value unless having total access to data regarding recent sales. And it can't help knowing how much a relative's or neighbor's house sold for and then create an intelligent decision about the real estate market. You have to have all the details about homes near the subject property or properties. Your Realtor® of choice should provide data regarding the current and historic markets in immediate areas of the subject property or other areas within the **Montgomery Association of Realtors®** real estate market.

4. The title company and mortgage lenders will get involved when an offer is made on your personal house or any parcel of real estate you own. There is also the writing of the purchase agreement to seriously think about and all the pertinent details and facts which should be considered for your best interest. For Sellers, the situation can become even more complex if the buyer suggests some form of alternative financing. But, a Realtor® Broker/Agent has experience in each of these areas. Your Broker/Agent should have experience in working with title companies, mortgage lenders, and agencies that offer alternative financing, not forgetting property inspectors, Termite Inspectors, Surveyors, Closing Agents, Insurance agents, mentioning a few who are involved with the transaction and closing process. The Broker/Agent should have advanced training and skills in and with professional negotiating! **Professional third part negotiating truly means a profitable and good closing.**

5. Sellers want maximum exposure in the **Montgomery Association of Realtors®** real estate market, and a Broker/Agent can make this happen. The cost of advertising can limit your ability to market your home thoroughly when you sell your property without a Broker/Agent. With the professional services of a Broker/Agent Realtor®, your property will have the advantage of being listed within the Multiple Listing Service, and your home will be seen by buyers across the state, and not limiting the World with the use of professional web sites; if someone is

interested in moving to the **Montgomery-Tri County Area** from within the area, or from other parts of Alabama, they'll have access to the related property data. Potential buyers, both locally and other parts of the state, will have a chance to learn about your property, community, and surrounding areas, and this also applies to anyone who is relocating from out of state and is looking to purchase a home in the **Montgomery Association of Realtors®** (Central Alabama) real estate market. Today's Buyer begins searching on the Web before they ever contact a Broker/Agent Realtor®. Web presence is a must!

6. A reliable Broker/Agent should know the values and absorption rate of each community and area they are marketing homes and properties. They should also have a marketing plan fitting the needs of the property to be listed and marketed. The Broker/Agent should also have a specialized plan of action to promote your home or property. The Broker/Agent should fully understand the financial aspects of selling and work within the seller's budget. The Seller should know and understand they have a responsibility and their responsibility should be explained upfront and before they sign the Listing Contract Agreement.

7. Brokers/Agents, Sellers and Buyers work closely together and should be a good match, if you find that an agent is not a good match for you, you should continue searching until finding one who is better suited to your needs and personality. Find one you get along with who keeps you well informed and up to date on the process before and as you are going through this marketing and selling journey! Working with a **Broker/Agent** should be easy when you know they are committed to getting the job done, and have the necessary skills and experience to carry out all the functions needed to help you obtain your goals!

8. It's in your best interest having a signed document from the Broker/Agent of their plan of action to market your home/property. If they do not have one, ask them to provide before you place your valuable investment in their hands!

With respect and kind regards, we pray you obtain all your goals, and allow **Ron and EDDINS Properties** to be your Brokers of Choice!

Thanks,

Ron

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