

The Benefits of using a REALTOR®



Clients often ask us, “Why should we hire a REALTOR®?” They often feel that they may be able to sell their home themselves through the internet or through advertising channels such as newspapers and magazines. At the other end of the spectrum, people sometimes think they can buy a home by attending open houses or communicating with sellers on their own. People who decide to represent themselves might do fine, but may encounter struggles when trying to buy/sell in a timely manner or when trying to negotiate the best deal possible.

Education and Experience

One of the primary benefits of hiring a REALTOR® is education and experience. REALTORS® are educated about the nuances of real estate and typically have experience. They understand the process, the documents, the costs, and are able to bring in the right people when necessary (including inspectors, lawyers, etc.). Having a REALTOR® can help you avoid unnecessary surprises and mistakes that might occur through self-representation.

Realtors As Buffers

Whether you are buying or selling, a REALTOR® acts as a buffer by looking out for your best interests. If you are a seller, a REALTOR® will field/filter calls from potential buyers and their representatives and when the time comes, negotiate with them on your behalf. If you are a buyer, a REALTOR® will look for the home that fits your needs and wants, arrange showings, communicate with the seller and their representatives, and negotiate on your behalf. Having a REALTOR® ensures that you have an experienced individual effectively representing all of your interests.

Neighbourhood Knowledge

REALTORS® either possess intimate knowledge or they know where to find the industry buzz about your neighbourhood. They can identify comparable sales and explain these facts to you, in addition to pointing you in the right direction for finding more data on schools, crime or demographics. For example, you may know that a home down the street was on the market for \$350,000, but a REALTOR® will know if it had upgrades and sold at

\$285,000 after 98 days on the market. A REALTOR® can also see the property's sale history, ownership interests, and other pertinent information that might affect your decision.

Price Guidance

Although REALTORS® do not *select* prices for buyers and sellers, a REALTOR® can help provide guidance when selecting prices and provide as much data as possible to help educate you as a buyer or seller. Comparable sales, days on market, market price trends, neighbourhood developments, and other factors are all information that a REALTOR® can pull up so that you can make the most informed decision possible.

Market Conditions Information

REALTORS® have tools and perform research to determine market conditions which can help you during the buying or selling process. Such information includes average price per square foot, median and average sales prices, average days on market, etc. which will help you through the decision making process. REALTORS® also have access to extensive real estate statistics through the local real estate association. These statistics are extremely detailed, and can be narrowed down to market trends (percentage changes per month, quarter, year) for specific housing forms such as row housing or condos.

Professional Networking

REALTORS® often network with other professionals in the industry or with professionals that you will need to work with when you buy or sell. Through networking with other REALTORS®, they can often communicate with them to see if they have any properties that fit your needs as a buyer or any buyers for your property as a seller. In addition, REALTORS® can provide you with a list of references for professionals such as lawyers, condo document reviewers, inspectors, etc. to help you through the process as flawlessly as possible.

Negotiation Skills and Confidentiality

Understandably, emotions can play a huge role in buying or selling real estate. One benefit of having a REALTOR® is that they can remove themselves from the emotional aspect of buying or selling a home. REALTORS® are professionals who are trained and experienced in presenting their clients' cases in the best light and do so with their clients' best interests in mind. In addition, REALTORS® are professionals who have a duty to hold all client information confidential. Having a trained REALTOR® on your side can be a huge advantage when buying or selling a home.

Answering Questions

As a buyer or seller, you may have many questions before, during, and even after the transaction. This is what your REALTOR® is for! A REALTOR® has the necessary knowledge and experience to answer questions you may have related to the transaction, including neighbourhood information and property information. Also, remember that the relationship does not end after the transaction is complete. Should you have any questions after the transaction, you can always reach out to your REALTOR®.

**Still have questions? Call our office today to speak
with one of our REALTORS®!**



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*We are located on the historic Fourth Street
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