



Your listing agent is your most important selling tool today.

Yes, the market is still challenging. Buyers are having a tough time qualifying for mortgages. Offers are coming in at numbers less than sellers need. Leasing your home instead of selling has now become an option. Offering owner financing may be something you will now consider. This and some much more must be considered today in order to get you out from under your current home payment. So who is analyzing these options for you? Is this person available 24/7 to meet with each and every prospect who is considering your home? Does this person have the experience and knowledge to think outside of the box and make the deal for you?

No, it is not just about listing the home on MLS, making nice brochures and possibly hosting an open house. It is about knowing how to take a prospect's dreams of living in your home and making this a reality. These "people" don't come to look at your house for decorating ideas, they come with the idea of making your home their new home. Who is helping them accomplish this? One person better be your listing agent.

Yes, some are challenged by financing, the sale of another property or other, but all are going to move somewhere so it is your listing agent who must:

- 1st be available 24/7 (not away on vacation)
- 2nd must have the experience and know how to put a deal together
- 3rd understand this market, your needs and buyers needs

So, don't settle for just "anyone" unless you want no one who can help you. And don't look for discounted fees unless you want discounted service. You save no money by not getting your home sold. There are dozens of great listing agents waiting to help you today!