

## The Myths and Realities of Cost!

Some believe that by cutting the Realtor marketing fee one saves a bunch of money. ***In fact*** - you're losing money and taking on unnecessary added risk that could cost you dearly. A true real estate professional will ***in fact*** save you money, time and protect your assets. Controlling and understanding cost is the real secret to savings!

Cost will always be a part of the selling process. **Here's a short list of your cost:**

- Taxes – any special considerations to note, or advantage to explore?
- Financing – how will my bottom line be affected?
- Home Inspection – what repairs are necessary, can seller choose?
- Appraisal – how much, when, and who will defend my price?
- Title Insurance – who pays, when and why?
- Real Estate marketing fees – what's best and who pays?
- Security – is my family or asset at risk?
- Convenience – do I really have the time, knowledge and patience?

FSBO hidden costs are not free. Consider the following:

- ✓ Ad programs – who pays the bill?
- ✓ Buyers – who's screening and qualifying them?
- ✓ Process – who's protecting my interest?
- ✓ Sale – who's in charge, & who is drawing up the paper work?
- ✓ Law suits – who's on my side?

**What's the value of my professional Realtor services?**

- 3% to 5% increase in sales price.
- 29% shorter marketing time.
- 86% of all FSBO's list.
- 93% of all buyers use a realtor.
- 100% peace of mind!

**Again, the trick is not eliminating costs - that simply is not possible. Managing and understanding the cost is the secret. Why do you think my lawyer, doctor, professional clients' call on my team when it comes time to up grade, sell or find a home for one of the kids? Using a professional just make sense. They know that too much is at stake. Over the years I have asked some of these individuals why, with their back ground and experience do they use my services as a professional Realtor over and over again? In order of importance they have said my service save them money, protects their interest and gave their spouse peace of mind. We would be delighted to work with you and produce these same results for you!**