



WHY USE A REALTOR?

Using a professional Realtor not only saves time, but avoids costly mistakes and anxiety from unwarranted decisions.

Do-it-yourselfers might think they can avoid paying a sales commission, but good service always has value, otherwise, we wouldn't be willing to hire electricians, plumbers, mechanics, dentists, accountants, etc. It's important to note that homes sold with the help of a Realtor have a median sale price from 16 to 27 percent higher than those sold by individual homeowners. Local Realtors know the housing market and how to best market your property to the widest group of buyers for the highest priced sale.

If you decide to sell by owner, you will be missing many services provided by a licensed Realtor. A good Realtor uses extensive marketing to reach prospective buyers. Over 90 percent of buyers now turn to the Internet to find properties, and Discovery Properties is well-connected with both the Park City Multiple Listing Service (reaching over 800 agents) and the Wasatch Front Multiple Listing Service (reaching over 11,000 agents). We are also included in many other internet sites and magazines. Discovery Properties' listings are also seen on over 40 internet sites, including Zillow, Trulia and Realtor.com for national exposure.

Another reason to use a trained Realtor is to protect your financial and legal interests. Things can go wrong or become difficult, and when they do, you will want a trained professional to protect your interests. Realtors will make sure you fill out required documentation to protect against future legal actions. For instance, sellers must disclose known facts that materially and adversely affect the value of the property and that are not readily observable, like mold, lead-based paint, faulty electrical wiring, property line disputes or unresolved legal actions. Without representation, you might end up in a lawsuit following the sale over any of these items.

Local Realtors simply know how to work with people and are accustomed to negotiations and the legal contracts required to protect you. Trying to accomplish all the necessary documentation of a sale can be daunting.

Realtors can also give you advice on other available professionals to help in a sale, including appraisers, home inspectors, lenders, home warranty and title companies. Knowing that your sale was done right and that it's financially sound can bring comfort to sellers.

You have your life to live, so let our full-time, professional, local Realtors save you time, anxiety and help you avoid costly mistakes when selling your property.