



Presented By Barbie Van Horn

## WEIGHING THE OPTIONS FOR SALE BY OWNER VS. REALTOR

### **Do you know how to prepare your home for sale?**

An agent can make educated suggestions based on past experience that will aid in a professional presentation.

### **Are you knowledgeable in setting the right price for your home?**

An agent has specialized training and the ability to formulate a comparative market analysis to price your home competitively. A Realtor is aware of changing market conditions and will price your home accordingly with optimum value in mind.

### **Do you know the most effective way to advertise?**

Choosing an agent will gain exposure to a network of over 5,000 agents, many with prospective buyers. In addition, advertising including signs and multimedia will be managed by your real estate professional.

### **Are you prepared to qualify a legitimate buyer?**

An agent can pre-qualify prospective buyers in two ways:

1. Are they financially able to purchase your home?
2. Are they truly interested or on a sight-seeing tour?

### **Do you have the ability to negotiate the sale?**

An agent has no emotional ties with the property and can handle objections on a more neutral basis. Fielding objections on price, terms, and amenities and handling them effectively is part of the training agents receive.

### **Are you prepared to field all the calls and make time to set and keep all appointments?**

An agent will receive most of the calls and will schedule appointments accordingly.

### **Do you understand the steps that take place after an agreement has been reached?**

An agent will prepare a sales agreement that's enforceable. They understand closing costs and the process of Title and Escrow.

Before choosing to sell your home on your own, please weigh these questions and answers. At Pacific Northwest Title we want to ensure your real estate experience is a positive one.

**We have multiple convenient locations to serve you.**



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