

# Seller's 7 Real Estate Myths

**Myth #1** "it doesn't matter which agent you list your home with."

**Truth** - It is very important which REALTOR® you select to market and sell your home! **Jim & Connie** know the market and will have a solid plan to market your home.

**Myth #2** "Real estate agents are always busy and never attending the seller's needs."

**Truth** - **Jim & Connie** are very busy doing all of the right things that will get the best results for you! One reason we are the best is that we communicate and are attentive to your needs.

**Myth #3** "You should select the REALTOR® who says they can get you the highest price."

**Truth**

No!... Always select a REALTOR® based on their knowledge of the market. **Jim & Connie** will never overprice a home just to get the listing. That is a scam!

**Myth #4** "All I really have to do to sell my home is to put a FOR SALE sign in my yard and an ad in the newspaper."

**Truth** - The yard sign and newspaper ad, while effective, actually account for a very small percentage of buyer activity. **Jim & Connie** will have a proactive marketing plan to find and attract potential buyers.

**Myth #5** "Pricing a home is a mysterious process."

**Truth** - Pricing your home comes down to market knowledge. Your home will sell for whatever the market will bear, the market value. **Jim & Connie** are knowledgeable in the market and will price your home competitively.

**Myth #6** "It's not a good idea to list with when there are a lot of listings in the neighborhood."

**Truth** - Actually, it is to your advantage! What happens is that all of those competing properties generate a higher level of buyer activity for all of the properties which benefits everybody. **Jim & Connie** have certain areas we concentrate on and have deeper knowledge on the market. Some buyers calling in on your home may ultimately decide to buy one of the other homes because of personal preferences but, in the same regard, buyers looking at the other homes will also be introduced to yours by the REALTOR® which is a tremendous benefit to you.

**Myth #7** "Agencies who "discount" commissions can do an adequate job of selling your home."

**Truth** - You get what you pay for! There are too many homes competing with yours and **Jim & Connie** know the importance of properly marketing and rise above the competition.



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