

# *How Your Agent* **Works for You**



**W**HEN YOU'RE SELLING A HOME like many sellers, you might assume that your real estate agent's job is to help find a buyer for your home. But that's only the beginning. There are lists of other tasks that your agent performs on your behalf:

#### **Explains Basic Real Estate Principles**

- The process of selling a home
- Discusses agency relationships
- Walks you through the purchase and sale agreement

#### **Researches Your Home's Value**

- Provides you with a comprehensive Comparative Market Analysis
- Assists you in determining a price that will provide you with the highest return in the shortest period of time

#### **Markets Your Property**

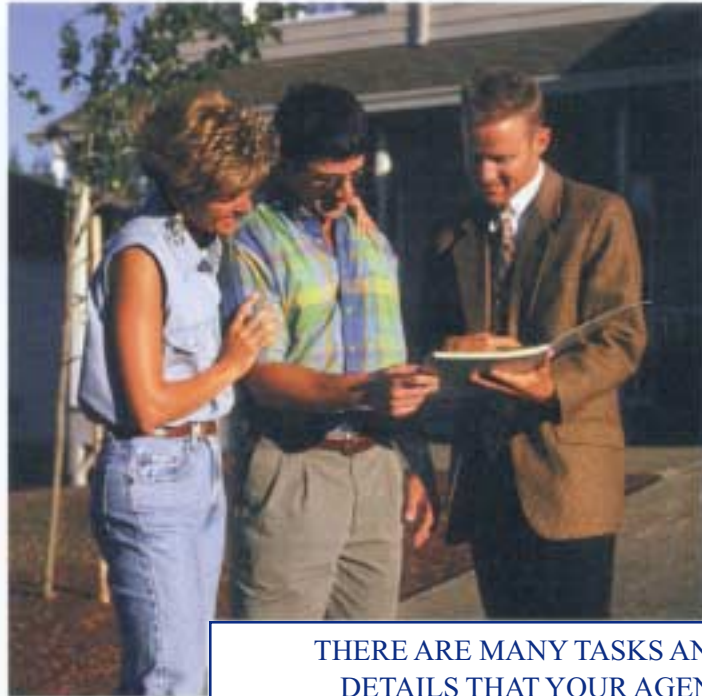
- Assists you in preparing your home for a good first impression
- Markets your home to buyers, and other real estate agents with buyers, who are looking for homes in your price range
- Keeps you up-to-date on current market activity so you can make informed decisions.

#### **Negotiates the Purchase**

- Assists you in working through the purchase and sale agreement
- Negotiates with the buyer and buyer's agent on your behalf
- Tracks contingencies and makes certain contract deadlines are met

#### **Negotiates the Purchase**

- Works with the Escrow company to make sure all the documents needed are in order and are completed in a timely manner



**THERE ARE MANY TASKS AND DETAILS THAT YOUR AGENT COORDINATES ON YOUR BEHALF TO HELP YOU SELL YOUR HOME**