

Town & Country

REAL ESTATE

WHY USE A REAL ESTATE BROKER

Admittedly, it's tempting not to. After all, with prices where they are, you save thousands of dollars. Right? Wrong!

There have been several studies done to determine the facts. One of the most widely quoted is the National Association of Realtors "Profile of the Home Buyer and Seller".

In 2006 this NAR study found that sellers realized up to 32% more when they used a real estate professional.

Keep in mind, these statistics are nationwide. In our little micro-cosm of busy, successful professionals, over 90% of all sales are through a real estate professional. Customers and clients tell me it is the most effective way to obtain market insight in the most time efficient fashion.

Real Estate professionals have the knowledge, experience and expertise to guide you through a very complex process. They have the technology, marketing tools and resources to best service your needs both as a buyer and seller.

On the East End buyers and sellers are very sophisticated, intelligent people who have achieved success in their businesses - be it fishing to finance - by knowing the importance of seeking out the experts in the various fields they require.

SELLERS: Begin with a complimentary Current Market Analysis (CMA). Make sure you are provided with a comprehensive report, specifically with your property in mind. It will show you sold and closed comparables to correctly price your property. The importance of proper pricing is discussed further in Town and Country's article *Five Steps to Selling* on our website 1TownandCountry.com/Reports.

Next, a marketing strategy with just your needs in mind should be developed and executed by your real estate professional.

If all goes as planned a buyer comes forward and once again

your agent is there to advise you through the negotiations. You are now one step closer to closing.

NYS Agency Disclosure confirms who the broker represents in the negotiations. In our area that is almost always the seller, unless otherwise noted.

Through the contract your agent is readily available at all times to see that things go smoothly, further reducing the stress on you.

- Prices of homes represented by an agent are up to 32% higher than those not represented by an agent.
- 4 out of 5 homes are sold thru a real estate agent
- 4 out of 5 buyers used a real estate agent for pertinent information or assistance in a transaction
- 85% of home buyers will use a real estate agent again
- 85% of buyers/sellers would recommend their agents to friends

BUYERS: Choose a real estate professional to obtain in-depth knowledge of market conditions and view as many properties in as many markets as necessary to make an educated decision. Agents enable a buyer's search to be as painless and time-efficient as possible. No one knows the market better than the professional who works it every day. What a tremendous resource.

TRUE STORY: I was once referred to a customer (buyer) who told me on our first day out that he dug his pool by hand

himself because he couldn't see paying "that guy with the backhoe all that money". It took him three years and I'm not sure how many shovels. I knew right then he was not the type to use a real estate professional. I, on the other hand, elected to use a local pool contractor and I was swimming in my pool within a few weeks. Time and money management at its best!

Mine was a business decision whereby I knew the pool contractor was worth every penny - after all, while he was doing what he does best, I was doing what I do best - Real Estate.

You decide what is the best use of your time.

Judi A. Desiderio, President & Chief Executive Officer

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