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THE MORTGAGE GROUP
THINK OUTSIDE THE BRANCH®

10 Reasons to use a Real Estate Professional



- 1. Knows the market.** They are local market experts. They can provide you insights and detailed information about a specific neighbourhood.
- 2. Has the training and experience.** A real estate professional understands the process, opportunities and issues when it comes to buying and selling homes.
- 3. Offers price guidance.** An agent will help guide clients to list their homes at the best selling price.
- 4. Offers professional networking.** Real estate agents network with other professionals, many of whom provide services that you will need to buy or sell. Due to legal liability, many agents will hesitate to recommend a certain individual or company over another; however, they can give you a list of references with whom they have worked and provide background information to help you make a wise selection.
- 5. Markets your property to other real estate agents and the public.** Over 50 per cent of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. Your agent acts as the marketing coordinator, disbursing information about your property to other real estate agents through a Multiple Listing Service or other cooperative marketing networks, open houses for agents, etc.
- 6. Knows when, where and how to advertise your property.** When a property is marketed with the help of your real estate professional, you do not have to allow strangers into your home. Your agent will generally prescreen and/or accompany qualified prospects through your property.
- 7. Helps you negotiate.** The purchase agreement usually provides a period of time for you to complete appropriate inspections of the property before you are bound to complete the purchase. Your agent can do more than negotiate price; they can get you the best terms and conditions to protect you. This can be advice about home inspections, who to contact with regard to financing, information about home insurance and most aspects of home buying and selling.
- 8. Understands Market Conditions.** Real estate agents can disclose market conditions, which will govern your selling or buying process and will offer you a Comparative Market Analysis.
- 9. Guides you through the closing process.**
- 10. Answer questions after closing.** Many questions can pop up after closing and agents are there to help answer them.

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