

11 REASONS

YOU NEED A REAL ESTATE PRO TO SELL YOUR HOME

hen you start to think about selling your property, your first decision will probably be either to do it on your own in the hopes of saving some money or investigate the best agent/team to contract to get your property sold. When considering your options, you may think that saving 6% (on average) of your property's value is going straight into your pocket, when in reality the truth is not so black and white.

There are many aspects of the real estate transaction which require expert consideration. This guide is a resource to assist you in understanding the main reasons why hiring a pro can work to your advantage.

For those who do not know even the basics of real estate transactions, selling on their own can turn into a nightmare of stress and that is only the tip of the iceberg. Get ready to learn the essentials we recommend to sellers' when assisting them in deciding whether doing it alone or with the support of a real estate pro is the way to go!

"Being an expert is more than understanding how a system is supposed to work. Expertise is gained by investigating why a system doesn't work."

Brian Redman

Time-Saving
You are already too busy with all your activities in your life and career.
Selling a property takes a lot of your time, and sometimes it's a full-time job. Calls from the buyers to answer countless questions, showings with buyers that never show up, advertising to no avail, and all the paperwork that goes on and on. Are you available to add all the tasks that come with selling your property to your already overloaded schedule? Basically, all these tasks that add more to your plate are exactly what a real estate agent/team does every day & this is why they are known to get faster results you can rely on.

Every real estate transaction is different. While we hope the transaction goes smoothly, setbacks and other hiccups often occur, and at the most inconvenient times. Sellers who have listed their properties by themselves may not have the experience needed at hand. It takes years to know how to deal with the most challenging issues as they arise. A real estate pro can tap into their experience to forecast and handle potential problems, such as issues during the preparation stage, the negotiations, the inspection, and any other problems with compliance, including working with attorneys to mitigate their impact on deadlines and your bottom line.

"Pessimists see a problem behind every opportunity.

Optimists see an opportunity behind every problem."

DENIS WAITLEY

NEGOTIATE IN YOUR BEST INTEREST If you are not into the real estate world, having a real estate pro by your side will help you get more out of your negotiations when the buyers come with experienced agents looking for a deal. At DREAM we have professionals prepared to help you to negotiate the terms of the contract with your best interest in mind. Choosing a real estate pro like the DREAM Team with decades of experience will prove to save you thousands and ensure you are protected every step of the way.

TRUST THE EXPERT
Imagine if you have a serious injury and need to have an operation or you can die. Will you run to a local pharmacy or will you call your family's doctor and run to the hospital ER? Most of the time, selling a property is a life change situation but it's not treated with the same level of emergency as it often deserves. Trusting a real estate pro to help you to go through this process is a wise choice and a guarantee that everything is going to run smoothly.

UNDERSTAND THE LOCAL MARKET
Experienced real estate pros,
like the ones we have here at
DREAM, are always happy to meet with
you privately to help you understand
the local market, interpreting valuable
information we have access to and
explaining what it means to you!

PRICE YOUR PROPERTY COMPETITIVELY
When you list your property, you want it to be both sold quickly and for a high price, right? Having real estate experts to rely on when you decide to sell your property will help you do both, especially in very competitive markets. Here at DREAM, we have some of the highest sales price ratios that are proven to put more money in your pocket. You don't have to believe us, you can check what our clients are saying right on our website.

" Marketing is no longer about the stuff you make but the stories you tell. "

SETH GODIN

OPTIMIZE ONLINE MARKETING STRATEGIES & BEYOND
Finding the buyer willing to pay the most money for your property isn't always easy, and it will depend a lot on being where they are, not only online, but also where they are mentally. Our DREAM professionals will do more than just put a sign in your front yard to attract buyers. They start by first applying what they know needs to be done in order to attract more serious buyers to your front door. They also manage the latest marketing tools and use the latest technology available to market your property at its best and help you to entice the most motivated buyers to get involved.

TARGET THE RIGHT BUYERS

If your property remains on the market for longer than the first three weeks, it's more likely you'll have to offer incentives and/or reduce the listing price to attract buyers. At DREAM, the majority of our listings have never seen a price reduction. Why? Because many are selling much faster in comparison to the average days on market for that particular sector, and our numbers prove that. We know that if you do not target the right buyers from the beginning, your marketing strategy won't work nearly as effectively. A real estate pro, like the DREAM Team, has connections and experience to target the perfect buyers for your property from the get-go.

GET MORE MONEY FOR YOUR PROPERTY
You probably want your property to be sold at minimum the listed price, if not more, right?. We agree! According to the National Association of REALTORS®, the average for sale by owner (FSBO) sold for \$217,000 compared to a real estate agent-assisted sale for \$295,500 in 2021. That is a 26% difference. Here at DREAM, our list-to-sales price on our listings exceeds the average of the market by nearly 8%. Do you still think that saving a 6% commission is really worth it, especially when doing all the work by yourself? We encourage you to schedule to meet with our team and see the numbers for yourself! You can also check out the listings page right on our website to see the results we can bring to you! We can't wait to be a part of your success.

OFFER BEST STRATEGIES To Improve Value Sellers typically update and declutter their properties before they list them for sale, with the intention to make them more valuable to potential buyers. Here at DREAM, we not only have the right people to call for any needed upgrades you may decide to make, but we can often offer to pay some of the costs of renovations up-front, which is always tied to the type of marketing structure you select when working with us. Our services range from decluttering to staging to investing in your property in order to yield you more money, all of which you can pick and choose from.

We are willing to invest in your success, and that is how confident we are that the results we shall produce together will bring forth satisfactory results. This is one of the main reasons we have worked nearly 100% by referral for over a decade. Our mission is and has always been to empower you so that you can make more money without any heavy up-front costs to you. What should you do to boost your profit margins and your bottom line? Ask us!

TAP INTO A NETWORK Of Key Connections While some sellers decide to simply paint each room a neutral color, others do a thorough cleaning and staging, while some may do a kitchen or bathroom remodel to boost their property value, the result of being the bridge to many of these services to hundreds of clients in the past is what makes DREAM so unique. We have all the answers because if we don't, our connections do. This is how we can turn problems into solutions faster, with your bottom line being the driving force to get everyone working together to bring you results that most people can only dream of. Our relationships built over the years are proven to give you access to the resources you need when you need them most! We work alongside painters, plumbers, landscapers, electricians, architects, interior designers, and thousands more connections we have built to service your real estate needs and beyond!

Remember, many times these relationships go in both directions, allowing all to win. Many of our connections were made with the goal to help you, help us help others.

Many clients looking to buy a property just like yours are referred by them to our team, and once we have helped you maximize its worth, we will let everyone know that you're listing to sell.

We have helped many sellers to get their property sold within hours, and there is a reason why most of our listings sell in the first 10 days. Want to get results? We are one call or click away, excited to work with you towards realizing your dream.