



**DREAM**  
HOMES & ESTATES

# 11 REASONS

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YOU NEED A REAL ESTATE PRO TO SELL YOUR HOME

When 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

## 1 TIME-SAVING

You already have a full schedule filled with your work, your responsibilities, and the moments that matter most. Selling a property demands a significant amount of time, often more than most people expect. From answering constant calls and coordinating showings to managing marketing and handling ongoing paperwork, the process can quickly take over your days. What many do not realize is that these tasks are not occasional, they are continuous and time consuming. Working with a real estate professional means having someone who handles these demands every day, allowing you to stay focused on your life while the process moves forward. It is not about adding more to your plate, it is about giving your time back.

## 2 SPOT POTENTIAL CHALLENGES

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.

### 3 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.

### 4 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. Choosing a real estate professional means choosing guidance, strategy, and advocacy, so you can move through the process with greater clarity, confidence, and peace of mind.

### 5 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!

### 6 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. ”

## **7 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.

## **8 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.

## **9 GET MORE MONEY FOR YOUR PROPERTY**

You want the highest possible price for your property, and you deserve it. Properties that are professionally marketed, strategically positioned, and expertly negotiated consistently outperform those sold without representation. According to the National Association of REALTORS, agent-assisted sales typically achieve significantly higher prices than for-sale-by-owner transactions, often outweighing any perceived savings on commission. Because selling isn't just listing a property. It's pricing strategy, marketing, negotiation, and timing, all working together. At DREAM, we don't just list. We position, create demand, and advocate for your highest outcome.

# 10 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!

## 11 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, electricians, landscapers, architects, interior designers, and thousands more connections we have

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've helped many sellers achieve fast, successful sales, and there is a reason our listings consistently attract strong interest right from the start. When a property is positioned with intention and strategy, results tend to follow. If you're ready to move forward with clarity and momentum, we are just a call or click away and would be honored to help you bring your vision to life.