

FIVE FAST FACTS

Why you should hire a REALTOR® to sell your home

Your REALTOR® is...



1. Your dedicated expert and guide

Your time is precious. Selling your home requires dozens of forms, reports, disclosures and other technical documents. Like many, real estate is a jargon-heavy industry so let your REALTOR® speak that language, secure the best deal, avoid costly mistakes and save you the hassle. Wouldn't you rather be doing something else?



2. Your rock during emotional times

Selling your home, most likely the biggest investment you've ever made, can be very emotional. So much more than four walls, it's the place where many make a lifetime of memories with friends and family. Your REALTOR® is an objective third party who can help you make decisions that best meet your goals.



3. Your chief negotiator

No one knows the art of a fair deal like your REALTOR®. This dedicated professional will look at every angle from your perspective including drafting a purchase agreement that allows you the flexibility you need to take the next step.



4. Your property's marketing director

Advertising alone probably won't sell your home. REALTORS® have contacts with previous clients, friends and family that they can leverage to get you to closing quickly. Your REALTOR® will pre-screen and accompany qualified applicants through your property.



5. Your experienced partner

You may be selling your first home or you're an empty nester who wants to downsize after 30 years in the place you raised your children, REALTORS® handle hundreds of transactions throughout their career.



Learn more at [kyhousingfacts.com](https://www.kyhousingfacts.com)

