

Date

Name
450 Lost Rock
Webster, Texas 77598

Dear,

Selling your own home can be quite an undertaking, particularly in today's real estate market. Many homeowners who initially plan to sell their homes solo find the tasks involved to be more daunting than they had thought, and turn to a real estate professional for guidance. These homeowners typically find benefits in five general areas by using a REALTOR®: 1) employing knowledge and expertise, 2) using proven marketing tools, 3) dodging liability, legal issues, and lawsuits, 4) steering clear of “riffraff,” and 5) avoiding hardball negotiation tactics.

I have a great deal of knowledge and experience in a number of areas that can make a real difference in selling a home. Expertise ranging from market analyses to establish a selling price, to simple repairs and improvements or proven “staging” techniques to show a home in its best possible light, can translate to quicker sales and better purchase prices. The same is true for the established advertising and marketing tools and strategies I employ to gain the highest visibility in a far-reaching market.

Another significant benefit lies in the guidance I provide through real estate transactions filled with potential legal liabilities. The number of legal requirements for disclosure, paperwork and documentation requirements, and other related legal issues can literally create a legal minefield for sellers going it alone. Even sellers who do not employ a real estate agent often hire a real estate attorney, since expensive lawsuits can be devastating.

REALTORS® provide a valuable benefit with the tools and experience to judge potential buyers. This allows them to not only be sure they are showing properties of interest to buyers, but also to ensure the prospective buyer is genuinely interested in purchasing a property and is financially qualified to do so. As a result, sellers have a better idea of the people who will be visiting their home, can show the home more securely, and have only qualified buyers visiting their home. Further, in today's market with a wealth of information available to prospective buyers, sellers face well-informed buyers who are often tough negotiators, particularly when dealing directly with a homeowner who likely has an emotional attachment to the property being sold. REALTORS® are experienced, objective negotiators-an advantage in working out a deal in the seller's best interests.

If you would like to discuss these or other benefits of working with a professional REALTOR® to sell your home, please give me a call at 832-868-6091 to schedule an appointment for a consultation at your convenience. This is a free, no-obligation consultation that allows you to explore your options.

Sincerely,

Marla Lewis

Broker