

How FLAT FEE Can Save You Thousands Selling Your Home!



**Call Us Today
For A FREE
Market Evaluation
And Find Out How
Much YOU Can
Save!**

The Real Estate Industry's BIG SECRET Is Out!

The real estate industry has been keeping a secret for years, and the traditional real estate agents still do not want to let **you** in on it. They are afraid that once you know this big secret, you will realize that the fee they are charging you is too high for the service they are providing.

The truth is, selling a home is not "rocket science." There is no magic tool or feature a REALTOR® can provide you, to sell your home. The bottom line is all REALTORS do the same things. Sure, some REALTORS® do little things differently, but there are two things they all do, which is responsible for selling most homes. They assist the homeowners in establishing the correct list price and place the listing on the local board's Multiple Listing Service (MLS®) System. This is what exposes your home to the local Realtors® and their buyers.

So the secret that REALTORS® have been keeping from you for all these years is this:

**All homes will sell, if they are
priced properly and exposed to
the MLS®.**

How To Sell Your Home On The MLS® And Save Thousands!

If you are like most people your home is your largest and most valuable asset. When it comes time to consider selling this asset, you want to maximize your return by selling your home for the absolute most money possible.

Many homeowners fall into one or more of the 7 listing traps when they choose a REALTOR® to sell their home. These traps could cost the homeowner thousands of dollars. This report has been created to warn you of the most common traps and to provide you with logical facts that will allow you to make informed decisions as to how to sell your home and keep as much of your hard earned equity as possible.

Trap # 1: Listing your home exclusively or with a non-MLS® REALTOR.

Your local board's Multiple Listing Service (MLS®) system is the strongest tool you have at your disposal for selling your home. It is this service that allows the largest number of buyers to know that your home is for sale and allows REALTORS® from any company to sell your home. Listing your home exclusively or with a REALTOR® that is not a member of the local real estate board severely limits the number of buyers that are exposed to your home. These options are just a small step above selling your home privately. Though both of these methods can be successful, they typically result in a slower sale and typically sell for less money than if the home was exposed on the local board's Multiple Listing Service (MLS®) System. The other powerful tool the listing service offers is MLS.ca®, almost every real estate board across Canada uploads it's listings onto MLS.ca®, a national web site that allows buyers from around the world to search out what is for sale on the Canadian real estate market.

Trap # 2: Listing your home with the REALTOR® that quotes the highest list price.

This is the trap that most homeowners fall into. They feel that if they list their house for more money they can sell it for more. We hear this all the time "you can always come down, it is hard to go up." Although this comment is true, it can also hurt the homeowner. The list price of your home is the most important component to getting your home sold. A home that is priced right and exposed to the market will most certainly sell. You need to work closely with your REALTOR® to set the list price of your home, and be sure they can justify the price with facts of other homes similar to yours. What they are listed for now (your competition), and what they have sold for recently (the ones that have won the home selling game). You have the ultimate power to decide what your home is listed for, but base that decision on facts not emotions. Price is the number one reason why homes do not sell. **Listing your home too high can be as devastating as listing your home too low.**

Trap # 3: Feeling you have lots of time to sell your home.

While it is true that sellers who are under pressure to sell, sometimes have to take a lower offer than they might otherwise accept. Conversely, you do not want your home to be on the market too long. When a buyer finds a home that they have interest in they almost always ask; "How long has the home been listed for?" The answer to this question decides their offer strategy. With a home that has been on the market for months they consider why no other buyer has wanted the home and how low should they offer. With a home that just came on the market they worry about getting the home before someone else, more than the price. Although you may have plenty of time on your side to sell your home, avoid listing your home too high. Use your time advantage to hold out for an offer close to your list price.

Trap # 4: Choosing a REALTOR® based on company market share.

A company's market share is directly related to the number of REALTORS® in that office, not the individual REALTOR'S® performance. In fact if a REALTOR is focussing on their company, ask them to tell you of their personal statistics. How many homes has that REALTOR® sold, what is his/her listing to sales ratio. After all you are not hiring the company to sell your home you're hiring a Realtor®. Once your home is on the local board's Multiple Listing Service (MLS®) system, there are hundreds of Realtors trying to sell your home and earn the commission being offered.

Note: If a company has 20 or 30% market share in an area, but also has 20 to 30% of the REALTORS® on the board working for them, this large market share becomes less impressive.

Trap # 5: Choosing a REALTOR® that claims they can "do more" and get you more money.

This goes back to real estate's big secret. Selling homes really is not "rocket science," it is a myth that one REALTOR® can do something that another REALTOR® cannot to sell a home. Once exposed to the market, only time and price can sell a home. Sure it does not hurt to advertise a home or conduct an open house, but these options are ineffective if the house is not on the local board's Multiple Listing Service (MLS®) system and priced correctly. Once again many REALTORS® tell you they will provide you with many inexpensive and effective listing features to convince you they are worth the extra fee they are charging. Have you ever heard (or maybe it has even happened to you) of a home going on the market and it sells within a week or so? There was no magic performed by the REALTOR®, he or she just listed a home at the correct price at the right time, and exposed it on the local board's Multiple Listing Service (MLS®) system. Their fancy marketing program was not needed to sell the home. That same week they could have listed a similar home at a higher list price, it will not matter what marketing the REALTOR® does, if the price is not the the range of the first home, it will not likely sell - the same Realtor® and a drastically different result.

If you could ever interview all the REALTORS® in Canada and ask them; "What is the secret to selling homes for the most money?" almost all of them would say "**price it right, put it on the local board's Multiple Listing Service (MLS®) system and it will sell.**"

Trap # 6: Listing your home with a REALTOR® that charges 5 or 6 percent.

In our opinion, the services of a REALTOR® are just not worth 5 or 6 percent of the selling value of your home. The best way to hold onto thousands of dollars of your hard earned equity is to hire a REALTOR® that can, and will, provide all the important features a REALTOR® has to offer at a lower fee. If your REALTOR® can provide you with accurate information to assist you in pricing your home correctly, place your home on the local board's Multiple Listing Service (MLS®) system to expose your home to the other REALTORS®, provide your home with the advertising and other marketing features that all REALTORS® can provide, and do all this for less, why would you list your home with anyone else?

Trap # 7: Being tricked by the "Commissions As Low As X%" advertisement.

You have probably seen the ads "Real Estate Commission as low as X%". You may even think that you could save big dollars with these companies. Before you sign make sure you understand the fine print. These companies promote the lowest commissions possible, but do not tell you the chances of paying those commissions are very low. Then your home sells and you end up paying very close to what the traditional REALTOR® would have charged. You did not save any money at all. Make sure you really understand what must happen to quality for a lower fee, and what you will pay if your home does not sell that way.

The best way to save thousands of dollars selling your home, and to maximize the money you get to keep on closing, is to know the traps. Make sure your home is listed on your local board's Multiple Listing Service (MLS®) system, at the most competitive price, with a comfortable margin of selling time. Choose your REALTOR® carefully, and most important do not pay more commission than you have to. Remember real estate is not "rocket science," **if your home is priced right and exposed to the market it will sell.**

**List Your Home With
FLAT FEE
And Save Your Money!**