

## Do Buyers Really Need to Use a REALTOR®?

The thought of a buyer making what is likely their *largest* investment without the assistance and guidance of a Real Estate professional concerns me. Suppose *neither* party has an agent? One is likely to be better prepared than the other. Is it the buyer *or* the seller? Suppose *neither* knows what to do?

Some buyers rely on the media for **data** and **information** about home values and how to buy Real Estate. Internet valuation models are *generally* inaccurate but can be overcome with a formal appraisal. However, the paperwork *and* the actual steps involved should be sufficient reason for most buyers to want to rely on a professional who possesses the **knowledge** and **insight** gained by *actually* working in Real Estate. **This is what we do.** We are “match-makers” bringing buyers and sellers together.

While most buyers will search online for properties, Real Estate is more complicated than a “retail transaction”. How do you schedule showings? What if you find something you like? Good agents have the experience, training, education, knowledge, ability and resources to navigate the process.

“Shopping “ for a house is fun *until it's not*. If a buyer has not done the proper planning and preparation, the process may go off track. They could miss a house that meets their needs and wants. What happens when they find a house that interests them? Suppose they get an offer signed and start to doubt their commitment, wondering if they made an offer on the *best* available property?

Many will call an agent when they find a house they like. However, they may not put much effort into selecting whom they call. Do they call the listing agent and wrestle with “dual agency”? Do you want your own exclusive representative or are you willing to *share* one agent with the seller?

If you do this on your own, can you get the proper paperwork and complete it? How much will you offer? Are you comfortable negotiating? There is so much more to making an offer than just the price. What happens if your offer gets accepted? Do you know what needs to be done to complete the sale?

REALTORS® use state-specific forms. Are you are using *generic* forms? I suggest you have an attorney prepare and/ or review everything before you sign *anything* to make sure you understand your responsibilities. What does an attorney charge and are they paid *only if* the sale closes? A contract is a contract and signing something you do not understand or come to regret later could be a problem.

Are you able to manage the details and timeframes? A lender can handle the financing, if needed, but what about property disclosures, inspections, repairs, title issues and other legalities? What is the potential cost of a mistake? It is one thing to think you overpaid but quite another to buy a house with serious unknown and/ or undisclosed issues. Many sellers have told me that they should not have bought their house. There are some who are knowledgeable and comfortable managing the moving parts involved in the typical Real Estate purchase. **Many are not.** Thinking you can do this on your own *and* save money can be foolish and costly in the long run. We have to know our limitations.

Very few sales involve people buying or selling without representation and the majority of those involve friends and family. All I ask and suggest is that you give buying the attention it deserves.

**There is no time for inexperience, empty promises *or* false expectations!**

**HIRE WISELY: We are not “*all the same*”!**