

Why You Need a Real Estate Broker



Selling a home these days involves more than shaking hands and turning over the keys.

Many buyers bring complications to the transaction that require professional handling. When you consider the time involved in selling a home yourself, hiring a real estate broker to handle all the details may be the best money you'll ever spend. Real estate brokers are in the business of promptly selling homes for the best price. They're also pros at handling situations you've probably never encountered.

Some other benefits a broker can offer you are:

- **Setting the price** — Inaccurate pricing, too high or too low, can turn away potential buyers or leave you short-changed. Real estate brokers always have current market information for comparison. They also know which features increase your property's value and how much they're worth.
- **Locating buyers** — A "For Sale by Owner" sign invites anyone to ring your doorbell at all hours without regard to your schedule. Plus, they may even expect you to answer questions regarding financing, settlement, warranties, or title. Real estate brokers screen prospects so your home gets seen only by those able to buy it. Many brokers maintain lists of buyers, and they'll advertise locally or on the Internet to find more.

This brochure is intended for information purposes only. Your title insurance policy contains terms and conditions that may limit or restrict coverage. Consult your attorney for specific advice regarding your legal rights.

- **Negotiating** — Buyers typically like to bargain, and real estate brokers are masters at making counteroffers. They can also discuss the deed's delivery date, mortgage details, and other important business matters.

It's a mutual arrangement

Here are some ways to help your real estate broker get you the best deal:

- **Get your house in shape** — Look at it through a buyer's eyes, and spruce it up to make the good points stand out. If big-ticket repairs or improvements are needed, your broker can tell you if they're worth the investment.
- **Play up its curb appeal** — Keep the yard tidy and well-manicured, cut any dead foliage, and get rid of items you don't need. Clean the windows and screens, polish the doorknob and knocker, and make sure the doorbell works.
- **Toss clutter** — Clean out your attic, basement, and closets. It will highlight the available storage space and make your move easier.

- **Provide a pleasant atmosphere** — No matter what the season, do some spring cleaning. Freshen your linens and dust the furniture. Some extra-special touches are fresh-cut flowers, a cozy fire, or some fragrant food baking. At night, turn on plenty of lights, inside and out.

If you're at home when your broker brings in a prospect, relax. Don't tag along. Answer questions carefully, and only if they're asked.

Buying your next home

When you become the buyer, your real estate broker will probably recommend purchasing title insurance. Title insurance protects you against unforeseen challenges to your home's ownership that could be very expensive to fight on your own.

The LandAmerica family of title insurance underwriters has been protecting real estate investments since 1876. We're committed to delivering quality service, so be sure to tell your broker you want your investment protected with an owner's title insurance policy from a LandAmerica Title Insurance Company.



The LandAmerica family of title insurance underwriters includes:

- Commonwealth Land Title Insurance Company
- Lawyers Title Insurance Corporation
- Transnation Title Insurance Company

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