

## Here are some reasons why doing business with a professional at ERA American Real Estate is in your best interest:

- We bring **qualified buyers**, so there is a much lower chance of the transaction falling apart just before closing. There are hundreds of mortgages and options for buyers.
- **For Sale By Owners** historically leave money on the table. A recent NAR study concluded that sellers who don't use a Realtor® sell their home on average for \$46,000 less.
- **Safety and showing issues.** These are the same in any type of market, and one of the most valuable reasons to hire us. We won't let strangers into your property, and you do not have to be on call 24/7 to show your home.
- **Appraisals.** We bring great value to the table because of our relationship with the appraisers, and we have knowledge of whether there is likely to be a problem in getting the contract price. We can provide additional comps to the appraiser or valuable insight into the condition of the comps he has chosen. What's the point of selling a house for \$250,000 if you can get it appraised for only \$220,000?
- Our **large company** of almost 75+ well-trained agents ensures maximum in-house exposure and great credibility in our market. Our agents are all trained in the same manner, emphasizing consistency and attention to detail. And knowing everything it takes to get a contract from sale to closing makes us very valuable to a seller who generally has little experience in real estate.
- Our affiliation with American Realty Rentals Property Management offers you an option of selling, whether the property is an investment or your personal home.
- We **know the contract** and which contract provisions are likely to become problematic! VA requirements, HUD requirements, typical closing costs, warranted items are only some of the areas in which we have expertise and a private seller does not. The estimated cost sheet we prepare is particularly valuable to a seller because it shows the "bottom line". It's not the sales price that really matters; it's what a seller receives at the closing table. Also, we are trained to understand most of the typical legal and tax consequences of selling and buying properties, whether for primary use or as an investment. While it is always beneficial to consult your CPA for tax issues, we can provide the basic questions you need to ask before you're in a contract that you wish you weren't!
- **Negotiating skills.** This is by far the biggest reason a seller should hire us in any market situation. Pricing a home in this market is vital to getting the seller the most money possible. We know what a cosmetic condition is and what is not, so home inspection reports do not have to be problematic to a seller. Our value as experts in the market and our ability to use that expertise to bring sellers and buyers together when they do not necessarily agree on all issues, results in a win/win outcome. Negotiating for yourself is almost always a handicap. We can keep the emotions out of the picture, allowing you to make the best and most informed decisions.
- Our relationships with lenders, title companies, home inspectors, termite companies, referral and relocation companies, repairment and tradesmen give us a distinct advantage with cost and timeliness. We can provide you the names of people we trust in these fields.

### Great Marketing is the key to a successful sale

[erareal.com](http://erareal.com)  
**Gold Star Program**  
[ERAon30A.com](http://ERAon30A.com)  
**Home Warranty**  
**Multiple Photos**  
**Videos**  
**Trulia.com**  
**Marketing Flyers**  
**Zillow.com**  
**ERA.com**  
**Large yard signs**  
**Realtor.com**  
**Open Houses**  
**Text Search**  
**Mobile Apps**  
**Referral Networks**  
**Get The Coast**  
**Just Listed/Just Sold Postcards**  
[emeraldcoasthomesonline.com](http://emeraldcoasthomesonline.com)

