

# What does a Listing Agent do for you?

## **Assist you in pricing your property**

You want to get the highest possible price in the shortest time with the least amount of inconvenience. Accurate and competitive pricing is the key to reaching this objective. Your “Beach” Realtor will suggest a listing price range based on recent market data, current economic conditions, and the condition and location of your home. (For more details read, “Pricing Your Home to Sell”)

## **Suggest any necessary repairs**

Buyers are becoming more and more particular, so it is definitely to your advantage to make sure your home shows well from the day it goes on the market. You don’t want to lose a prospective sale because your front door needed painting and the buyer was turned off even before entering!

## **Expose your property to a maximum number of buyers**

Beach Realty markets all of our properties extensively and aggressively. We maintain good working relationships with fellow Outer Banks Realtors, enjoying successful co-broking relationships up and down the beach, and make it a point to get the word out as soon as your property is listed.

## **Arrange showings and provide you with feedback from prospective buyers**

Whether you live here or are an out-of-town property owner, we will always inform you of showings and provide you with immediate feedback. If your property is in a rental program, we will coordinate showings in such a way as not to disrupt the vacations of your guests. If you are selling your primary residence, we will make appointments in advance so you are not caught off guard.

## **Present and negotiate offers in your behalf**

Everyone is looking for a deal these days. The newspapers are filled with advice to buyers on comparison shopping, buyer agent representation, and aggressive negotiation. So don’t be insulted if you are presented with what you consider to be a “low ball” offer. Rather, look at it as an opportunity to hammer out a mutually acceptable contract. Buyers and sellers are not adversaries. Both parties want the same thing - a sale. It may take a little work and a lot of patience to find that common ground, but that’s why you have a “Beach” Realtor! He or she will explain all the contingencies, and help you remain objective and make informed decisions based on current trends, market data, and your particular needs. The easiest way to avoid problems in a closing is to pay attention to all of the details at the time the contract is ratified.

## **Follow through on the contingencies all the way to closing**

Agreeing on the price and terms is just the first step. Your “Beach” Realtor will stay in close communication with the Selling Agent to make sure that the contingencies are being met in a timely manner. The mortgage loan must be applied for and granted within a certain time frame. Likewise, the home inspection must be done according to schedule and any necessary repairs made prior to closing. In addition, there may be contingencies that the seller’s home sell prior to closing, that you cooperate in a tax-free exchange, that permits be obtained for new construction or remodeling, that a satisfactory lot evaluation be obtained on a building site, just to mention a few. Your “Beach” Realtor will work to eliminate any last minute surprises.

**Courtesy of Beach Realty & Construction**