

## COMMON REAL ESTATE MYTHS

**MYTH:** "Super Agent" sells a lot of real estate. Perhaps she is too busy to pay attention to my listing.

**TRUTH:** Just as great restaurants are always busy and superior doctors have a heavy patient load, Super Agent's success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, a Super Agent has assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

**MYTH:** A "discount" real estate broker can do just as well and save me money.

**TRUTH:** Successfully marketing a property in the competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by Super Agent. How will a discount broker have a staff to personally tend to your specific needs? Do they have a proven record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often develop during the closing process? Remember that you actually pay a commission only if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold! It is interesting to note that a discount broker does not have a dominant market share in any major city in the country.

**MYTH:** I should select the agent that suggests the highest price.

**TRUTH:** This is the *oldest scam* in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. Then after you have listed for a few weeks, start telling the seller they need to reduce the price. Super Agent doesn't play any games. Super provides a well researched computerized market analysis to determine the true realistic price that your home will bear in today's marketplace. The decision of which agent to list with and what price to ask are two completely separate decisions. Select your agent based on their credentials and track record, then decide on a price. Never select an agent based on the price they suggest!

**MYTH:** Property condition is not that important to buyers.

**TRUTH:** WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards.



**MYTH:** Pricing a home for sale is a mysterious process.

**TRUTH:** Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market. Because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. Super Agent utilizes a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.

Visit my site for more Seller and Buyer Resources: <http://www.diane-nielson.com>