

40 REASONS you need a listing agent

When you're planning to sell a home, **working with an experienced seller's agent will benefit you significantly**. Not only does a qualified listing agent have the time, resources, and knowledge needed to guide you through the home sale process, but they can also help you earn top dollar for your home.

Here are just a few of the responsibilities a knowledgeable listing agent will cover before, during, and after your home sale process:

FINANCIAL ADVANTAGE

1. **Top Dollar Achieved:** Offer expertise that often leads to higher selling prices
2. **Cost-Effective Repairs:** Provide advice on essential repairs or improvements to enhance value
3. **Closing Confidence:** Guide sellers through the closing process with efficiency and expertise

PREPARATION & EDUCATION

4. **Assessing Needs and Preferences:** Support the seller's goals and timing
5. **Selling Process Education:** Demystify the selling journey
6. **Local Market Insights:** Prepare the seller for market dynamics like bidding wars, multiple offers, time of market fees (TOM), or appraisal gaps

EXPERTISE & KNOWLEDGE

7. **Market Mastery:** Provide accurate pricing and strategic marketing based on local market understanding
8. **Pricing Power:** Set the right price to attract qualified buyers and maximize the seller's profit
9. **Legal Liaison:** Guide through legalities and disclosures, and advise how to avoid potential roadblocks
10. **Professional Network:** Connect the seller with trusted inspectors, lawyers, and other professionals
11. **Zoning & Restrictions Verification:** Navigate HOA regulations and fees
12. **Code of Ethics:** Disclose essential information to potential buyers, ultimately protecting the seller
13. **Deadline Manager:** Keep track of important deadlines throughout the sale process, which the seller may not be aware of if they're working alone

MARKETING & VISIBILITY

14. **Listing Launch:** Provide professional, widespread exposure on multiple platforms
15. **Professional Photography:** Assist with creating captivating images that draw in buyers
16. **Virtual Tours:** Provide immersive experiences that attract a broader audience
17. **Online Advantage:** Maximize reach through social media and online marketing
18. **Staging Savvy:** Highlight the home's best features to entice potential buyers
19. **Signage:** Install exterior signage at the property
20. **Extensive Coverage:** Advertise the property in a variety of ways, both on the MLS and through other (non-online) connections

TIME & EFFORT SAVINGS

21. **Your Time Matters:** Manage showings, inquiries, and paperwork to free up the seller's schedule
22. **Hosting Events:** Host open houses, Broker opens, etc.
23. **Qualified Leads:** Screen buyers to allow the seller to focus on serious inquiries only

CLOSING PROCESS

24. **Appraisal Inspection:** Coordinate the appointment and answer any questions that may arise
25. **Comprehensive Coordination:** Manage pest, roof, mold, and other inspections
26. **Inspection Insight:** Interpret findings and advise on next steps
27. **Trusted Service Referrals:** Provide a list of reputable services for any required repairs

NEGOTIATION CHAMPIONS

28. **Favorable Deal Negotiation:** Ensure that the seller secures the best possible outcome
29. **Strategic Repair Negotiations:** Handle discussions on repairs, credits, and closing costs
30. **Offer Strategy Consultation:** Advise on how to approach offers strategically

CLOSING PROCESS

31. **Utility Coordination:** Ensure a smooth transfer of utilities at closing
32. **Document Review:** Review the accuracy and completeness of closing paperwork
33. **Final Walkthrough Assistance:** Facilitate the last review of the home before sale
34. **Closing Coordination:** Schedule and attend closing, clarify costs, and ensure loan approval
35. **Title & Post-Closing:** Manage title company setup, coordination, and assistance for any title issues, and manage post-closing follow-ups

PEACE OF MIND & SUPPORT

36. **Risk Management:** Navigate disclosures and inspections with the seller
37. **Problem Solving:** Proactively address any transaction issue
38. **Stress-Free Selling:** Offer support and guidance throughout the process
39. **Ethical Representation:** Act in the seller's best interests
40. **Next Home Assistance:** Provide referrals for agents, lenders, and movers to facilitate the seller's move

Don't navigate this journey alone—trust an expert! Are you ready to get started on your home sale process? **Call to learn more!**



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