

Sold in a matter of days.... It's Nothing But Great News For You!

Nothing seems to frustrate some home sellers more than paying full real estate commission when their home sells after only a day or two on the market. If you're one of these people, here's some information that should help you look at your situation from the right perspective!

To begin with, remember that real estate commissions are based on performance – not on an hourly rate – and that's a bonus for you! If we don't get results, then it normally will cost you nothing. How many other professions do you wish charged only on satisfactory outcome? On the other hand, real estate sales people often spend long hours and incur expenses preparing advertising, holding open houses, showing your home to potential buyers, and preparing presentations to market your home. You wouldn't want to pay an hourly rate for all these services especially if your home doesn't sell. The upfront expenses, and the risk of not recovering them, are all borne by the real estate salesperson.

When your house sells quickly it's often an indication of your salesperson's experience and expertise. In fact, your quick sale may have occurred because the Royal LePage salesperson helped price it correctly for the area and the current market conditions. Also, they may have already laid the ground work by ongoing prospecting efforts to locate potential buyers looking for homes in your area, and in your price range. And to expose your home to buyers, your real estate salesperson will most likely have used a



**Real
Estate
Matters**
by Don Dobie

variety of marketing resources to promote it quickly and effectively. For example, the many innovative features on the Royal LePage website could conceivably expose your listing to thousands of potential buyers in the space of a few days. So remember, just because your sale happened quickly doesn't mean there wasn't a great deal of work that went behind it before and after your listing was signed!

Other quick sale advantages include far less seller's anxiety and uncertainty! No open houses or inconvenient, unexpected showings! If you're buying a new home, you're in a stronger negotiation position. There's also no worry about carrying costs if your home isn't sold by the time you're ready to close on your new one. In short, the faster your home sells, the greater value you're getting from the commissions you pay. So, just relax and enjoy the experience!



Don Dobie is a Sales Representative with Royal LePage Brown Realty in Simcoe. For more information or questions e-mail Don at: don@dondobie.com or call (519) 426-7187.