

# Top 10 Reasons...

## Unrepresented Buyers Shouldn't Go It Alone.

### Unrepresented Buyers often...

**1. Lack the knowledge to price their purchase.**

Unrepresented buyers are inexperienced in the market conditions and often use web sites that give estimates of the value of homes but most are inaccurate.

**2. Misinformed as to "built in" price.**

Unrepresented buyers are misinformed in believing there is a build in on all prices for commission and that is not true. What is believed to be savings by not using a REALTOR® usually results in higher attorney fees or over paying for price and services.

**3. Access to MLS**

Unrepresented buyers are led to believe they are accessing MLS on the internet and in most cases this is not true. Some listings have some information on the internet. An agent giving out direct access to MLS is illegal.

**4. Lack negotiation skills.**

Realtors are prepared to counsel you on negotiating price, terms, amenities and counsel you, or if, to counter offer.

**5. Lack full knowledge regarding the best financing options.**

Realtors help identify what options are available, encourage pre-approval from buyers prior to writing an offer and assist with the overall financing process.

**6. Are inexperienced in handling objections.**

Fielding objections professionally and effectively may be the most difficult aspect of the selling process.....and the most important. Unrepresented Buyers may be uncomfortable or inexperienced in dealing with objections and lose a sale.

**7. Lack of advertising experience and exposure.**

It takes more than simply putting an ad in the newspaper; writing effective ads for newspapers, home magazines and TV-not to mention exposure through the Internet. Typically unrepresented buyers spend significant dollars for ineffective advertising. Almost every prospective purchaser goes to the internet first. We give you exposure to nationally known web sites.

**8. Lack of experience dealing with contracts and other forms, as well as closing responsibilities.**

Unrepresented Buyers do not have the experience to understand and complete the paperwork required. Realtors have been trained to prepare sales agreements and all required documents associated with the sale, prior to attorney review. Many of these are in place to comply with state and federal laws to protect all the interested parties.

**9. Lack a source of serious sellers**

Many unrepresented buyers conduct limited marketing—classified ads, a yard sign and word of mouth. Realtors provide exposure through the MLS, referral networks and farming activities. Unrepresented buyers often go to sellers who are speculators trying to sell for more than the market can bare. Speculators may try to take unfair advantage of unrepresented buyers who have bought only a few homes in their lifetime and do not understand—price, extensive terms, delayed closings, etc.

**10. Foreclosures don't always offer the best deal**

With some many more foreclosures taking place and so much media attention focused upon them, it's not surprising that many buyers assume that foreclosures are a good deal. But the fact is, some are still overpriced. And some have undesirable conditions attached to them.

**GET SMART. GET A REALTOR.**

This message brought to you by the North Shore—Barrington Association of REALTORS®

