

Michael S. Perez, J.D.  
REALTOR® & Sales Agent  
ABR, C2EX, GRI, NHSAC,  
RENE, SFR, SRS, TRLS  
Ranchermike1@gmail.com



www.ranchermike.com

Allison James Estates & Homes  
9600 Great Hills Trail, Ste 150,  
Austin TX 78759  
(281) 764-9444 (Ofc)  
(512) 698-8829 (Cell)

## Benefits of Seller Agency

### Marketing

Marketing is the most obvious benefit of seller agency. Buyers know that the vast majority of real estate for sale is offered through licensed real estate brokers. Modern Multiple Listing Services (MLS) systems give local real estate markets a truly global reach. Property owners can list a property with a good agent and know that it is getting far better exposure than if the owner attempted to sell without the assistance of an agent.

### Time Is Money

How much is your time worth? Sellers must deal with “tire kickers” who are not pre-qualified and who waste the seller’s time. If you don’t use a real estate professional, expect to spend a minimum of 150-200 hours selling your property – assuming there are no problems. Considering your work, family, and personal commitments, is that the best use of your time?

### Negotiation

Negotiations are easier when a property is listed with an agent. Many buyers are reluctant to contact and negotiate a purchase with a seller. Likewise, sellers benefit because the agent stands between the potential buyer and seller. The seller can consider a negotiating strategy with input from the agent, without the pressure that comes from direct negotiation with a buyer.

### Paperwork

Contract and finance details of the transaction are better facilitated when using a trained real estate professional. Sellers are generally not well versed in the ins and outs of mortgage qualifying and the completion of contracts. The seller’s agent ensures that (as much as possible) the buyer has the intent and the financial means to complete the purchase.

### It’s a Big Deal

Selling (and buying) a property is a big deal. Most people don’t sell more than two properties in their lifetime, so it’s not something they develop expertise in. There are ever-changing laws, ethical practices and practical considerations that you don’t want to learn on your own through trial and error or relying on a book or information off the Internet. It’s just not worth the risk.

### I Can Help

My goal is to help you navigate the myriad issues involved in the sale of your property while giving you outstanding customer service along the way. I look forward to earning your business!