

Benefits of Using a REALTOR® to Sell your Home

PROFESSIONAL EXPERIENCE

- Knowledge of marketing strategy, negotiation tactics, and current market conditions
- Guides you step-by-step through the selling process
- Explains your rights and responsibilities
- Helps align your selling strategy with your personal goals
- Refers you to trusted professionals (e.g., mortgage brokers, lawyers, stagers)

BEST PRICE

- Knows what comparable homes are selling for in your area
- Establishes the best asking price to maximize return
- Uses professional marketing tools and networks to attract qualified buyers
- Works to sell your home quickly and for top dollar

“SHOWCASING” EXPERIENCE

- Understands the importance of first impressions
- Advises on curb appeal and presentation for maximum impact
- Provides staging tips to highlight your home’s best features
- Helps position your property for a fast, successful sale

ACCESS TO QUALIFIED BUYERS

- Connects you with serious, pre-screened buyers
- Taps into an established pool of ready-to-buy clients
- Saves you time by avoiding unqualified showings

NEGOTIATION SKILLS

- Acts as your primary negotiator to protect your best interests
- Aims to sell your home quickly and for the highest possible price
- Prepares and reviews legally binding contracts
- Navigates offers and counter-offers with expertise
- Provides perspective and guidance throughout negotiations



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