



REALTORS® | What will it cost you to sell without one?



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The thing about selling your home is just that. It's about so much more than selling a piece of property — it's your home! That place where you've lived, loved, fought, and made up. Worked hard, played hard, and hopefully found some time to chill out like no one's business in between!

Our homes often occupy such a special place in our hearts. It can be exceedingly tough to remain objective through the process of trying to sell your home to people who may not appreciate its charm like you do. I mean, could they really be planning to remove that light fixture in the bedroom I discovered on my last vacation — and then spent a whole afternoon looking for a place that would ship it home for me?

And oh, the work of preparing to sell. Are there repairs I need to do before I start showing the property? Does staging make a difference? And come on — is decluttering really even a thing?

Once everything's finally ready to go, there will be marketing to put together, showings to schedule, appointments to keep for those showings, and negotiating offers when they come. And ohhhhh, the paperwork! There's a bunch of it. When it starts coming your way in the form of offers, will you know what to look for in those offer documents to safeguard your interest? Are you prepared to manage all the deadlines that come along with that paperwork? And what will you do when some sort of hiccup comes in to threaten your transaction?

But, okay — let's be honest. Some people are wired to sell their own property. Maybe they're not emotionally connected to their current living space, and thrive in the midst of organized chaos.

They may even thrill over the thought of filling out highly detailed documents and mastering multiple deadlines at once.

And when the market is hot — why not?

Even under the best of circumstances, the process of moving can be a tough transition. When stress levels rise, it makes all the difference to have the calming presence of a REALTOR® at your side and on your team.

REALTORS® are a special breed of real estate professionals who've committed to uphold a strict code of ethics requiring honesty, professionalism, and keeping a client's best interest at the forefront of every transaction. From start to finish, a REALTOR® will have your back.

As experts in the local market, REALTORS® know what it takes to get a property ready for a successful sale, and they've got the tools to help you decide on just the right price. After preparing a professional marketing campaign for your property, they'll be the one handling all the inquiries that will come in, and will work to schedule all the showings, documenting who comes and goes. As true professionals, they understand the art of negotiation, and are familiar with the highly technical documents and disclosures required in Oregon, which are updated constantly. And your REALTOR® will be there to help you make it through the inspection process. Who should I call to make that previously unknown issue that was discovered by the home inspector? And do they need to be a licensed contractor? Should that repair work be scheduled before the adjustment needed in the kitchen — or after? And besides planning out all those details, they'll invest extra time required to make sure you stay on track with all those deadlines. Anxiety, be gone!

So, let's count the cost. Between the time you'll save — the expertise you'll gain — and the stress you'll leave behind... Bottom line? Your transaction will be much more likely to get to the closing table without casualties when a REALTOR® is overseeing the process.

How much is that worth to you?