



Sunday Column

By Grant Lopez, 2019 Chairman

8/25/19

Using a REALTOR® Remains the Most Reliable Way to Buy and Sell Your Home

Selling your home can be a complicated process and the time and effort that goes into it may seem overwhelming. You might be tempted by an online company that guarantees to buy your home quickly with no hassle and claims to put money straight into your pocket. But are these services the easy solution they claim to be, and how do you know if it's right for you?

Known as "ibuyers," these programs promise to simplify the selling process so you can move on to your next home with a clear mind. And they sound easy enough: enter a few details about your home on a website and receive an instant offer on your home. Your house sells quickly without the usual closing time, and it is off your hands so you can move on.

While that may seem ideal, it is important to remember the price offered by the ibuyer may rely on an estimate of the value of your home created by an automated algorithm. It will look at data for your home including what homes nearby have sold for recently. While this isn't an unusual approach, it fails to take into account the unique aspects of your home that only a human can survey and factor into the home's asking price. Every home is unique, and cannot be fully quantified by a computer. But a REALTOR® will look at non-tangibles, such as the character of the neighborhood, or other factors the algorithm might overlook, such as the distinctive upgrades made to the home, when estimating the value to ensure you are getting a fair price for your home.

In addition, it is important to remember that the ibuyer is acting as a wholesaler, meaning they will likely purchase the property at a price that is less than market value. And once you've accepted the offer, the ibuyer then takes the ownership of the home from you, and proceeds to market and sell it for their profit.

An ibuyer program can also be appealing those who want a quick transaction or do not want to deal with traditional aspects of selling a home such as staging or making it available for showings. But you can have that flexibility when working with a REALTOR® too. Sworn to uphold a higher standard with the Code of Ethics, your REALTOR® is there to work on your behalf, so talk to your REALTOR® about alternate ways to market your home that will best match your priorities.

Also, don't be confused by claims that an ibuyer will save you the commission you would normally pay a REALTOR®. You will likely pay a similar fee to the ibuyer for the convenience of their service.

Ask your REALTOR® about these programs so you can determine for yourself what the best decision is when choosing how to sell your home. Remember, with such a large transaction, you want an expert looking out for your best interests, someone who deals with the intricacies of buying and selling homes on a regular basis. Most people only buy or sell a home a few times in their life, and years apart, but a REALTOR® does this every day and knows how best to navigate the process. They are your advocate and your expert guide to give you the confidence and peace of mind you need when buying or selling a home.

Start your home search and find a REALTOR® by visiting sabor.com.