



Selling your property is a very different process than buying one. From starting with appropriate pricing to navigating multiple bids, it's helpful to have a trusted partner to lead you through the process.

If you loved your agent who helped you buy your home, you could reward them with more business. The National Association of Realtors reports that [72% of homebuyers](#) would use their real estate agent again.

Patten Title knows the real estate business, and we've worked with some of Texas' best real estate agents. We know that the seller-agent partnership can streamline the process and add to your bottom line. These 10 reasons will help you determine why as a seller, you should use a real estate agent.

PRICE YOUR HOME TO SELL

A good agent has reams of market data at their fingertips and can [help you price your home](#) appropriately. Beyond just the data, though, an agent will have a feel for the market and can set your home's price based on comparable sales and quality.

An agent won't be emotionally attached to the house, as an owner could be, and they'll arrive at the number objectively.

INVALUABLE ACCUMULATED EXPERIENCE

It's tempting to view selling your home strictly through the lens of dollars and cents. Of course, if you sell the property independently, there isn't a commission involved.

However, what if some [unexpected snag](#) comes up? Once you get an offer, all sorts of moving parts have to come together to close on the property. Between inspections, possible closing conditions, title work to be done and much more, that's when a good agent earns their money.

ADDED VALUE

An agent doesn't just stop by and throw a sign in your yard indicating the house is for sale. Selling a house is in the details. Agents [get paid](#) by advising you as you stage your house, taking professional quality photos to post for potential buyers, pricing your house appropriately, and helping with a deep house cleaning.

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NAVIGATE THE MLS

An agent can put your house in front of more eyeballs than someone selling on their own because of the [Multiple Listing Service \(MLS\)](#). The MLS distributes the details of your house (price, square footage, tax information, the year the house was built, etc.) to every agent in the area. This service is the primary source buyers and their agents scour when searching for a property.

Without access to the MLS, sellers will need to advertise on their own, slowing the process of a quick sale.

MULTIPLE MARKETING TOOLS

Agents have their own websites to promote the properties that they are selling. They can use [Patten Title's resources](#) to create videos, send out flyers, sponsor open houses, and have social media accounts where they market the homes and properties they're selling.

Agents are also constantly networking with other real estate professionals who might have a buyer that could be interested in a listing. These connections are added value for the seller. Without an agent, a home seller must navigate the market and make those connections themselves.

RECOMMEND METHODS FOR A FASTER SALE

Home sellers often want to know which [improvement projects](#) are necessary before putting their property on the market. Do they need to rip out the carpet? Paint walls a different color? Renovate the porch, or just install a new hot water heater? An agent can give you sound advice about the projects worth tackling to make your house more appealing and worth the investment.

What's more, they'll know the right person to contact in each situation to make sure a job is done quickly and professionally.

NEGOTIATION ACUMEN

The critical moment for a seller is when an offer is made. A good agent works hard to get the best deal possible for the seller and can help you through [contract negotiations](#). Since they have a stake in the outcome, an agent wants to maximize the value of your contract.

OBJECTIVE SUPPORT

Sellers can make assumptions about their property and its value that aren't always true. Why? Because they have an emotional attachment. A good agent knows how to create confidence and be honest with a seller about the prospects for their house.

YOU'LL HAVE AN ADVOCATE

Your real estate agent will be with you from listing to closing. They know to [call us to the closing table](#) and help you navigate any concessions in the contract while serving as your advocate through open houses, contract stipulations, and closing.

DEVOTED TO SELLING THE PROPERTY

It takes time to get a house prepared to be sold, to arrive at a listing price, to show it and, finally, to close on a deal after an offer is made. Your real estate agent is worth his or her weight in gold during this process and is on call for you.

