



Question: Why do I need a professional to help me sell my home?

The age of computers has changed not only the way we accomplish certain tasks like bill paying, research and communication but it also has affected the way we think about many aspects of our lives. Where our parents naturally turned to trained professionals to handle complex matters, today many people choose to handle things much more on their own, using the Internet as their primary tool.

You can find resources on the Internet and in libraries and bookstores that will help you lose weight, draft a Living Will build a guitar or remodel a basement. But using a dietician, lawyer, luthier or carpenter can often produce a better result and offer greater value than when we do these things ourselves.

For most people, selling or buying a home will constitute one of the largest financial transactions of their lives. And anyone who has gone through the process at least once knows how complicated it can be. Typically selling or buying a home can involve interaction with REALTORS®, inspectors, appraisers, lending organizations (banks and mortgage companies), title companies, lawyers and more.

There are a host of laws in every state that govern how home sales take place and the laws keep changing – pretty much every year.

For example, beginning July 1 all residential construction and any existing single-family or multi-family (apartment) housing offered for sale or rent in Colorado, and which has a fuel-fired appliance or heater, must have a properly installed Carbon Monoxide (CO) detector/alarm before any sale or rental can be completed.

In recent years the internet has come to play a more significant role in the real estate world. Some studies indicate that up to 80% of home buyers start their search on the internet so listing it there is a good idea. At the same time, we know that people still cruise neighborhoods that interest them searching for homes with the traditional For Sale sign in the front yard.

The most efficient and effective way to sell a home is to have it appear in the Multiple Listing Service in your area. Real estate professionals rely on these services to identify homes for their buyers and considerably more homes are sold every year in this way than any other.

Access to the listing services is typically restricted to licensed real estate professionals. In Colorado, as in most states, a license to sell real estate requires extensive training and completion of an exam. Licenses must be renewed regularly which allows the state to monitor the performance of licensees and, if necessary, discipline anyone who is operating outside of the rules and regulations which guide the profession. This is especially important in protecting sellers and buyers and insuring them the transactions they complete are fully in line with the law.

Most real estate licensees choose to become members of the National Association of REALTORS® (NAR) which entitles them to use the title, REALTOR®. NAR members sign a Code of Ethics which commits them to behave at the highest standards in all of their transactions. They also have the opportunity to enhance their knowledge through educational programs offered by the state and local affiliates of NAR.

If you are selling your home by all means consider the individual things you can do to increase awareness of your property. Given the complexity of the transaction, the dollars involved, the law which govern the transfer of real estate and the training needed to understand all of these issues, you may be well advised to hire a REALTOR® to help you.

This article was contributed by the Colorado Association of REALTORS®.