



# WHY HIRE A REAL ESTATE AGENT TO SELL YOUR HOME.



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# WHY HIRE A REAL ESTATE AGENT TO SELL YOUR HOME

Selling your home isn't just about planting a "For Sale" sign in the yard. It's a multi-step process involving pricing strategy, marketing finesse, negotiation skills, and legal know-how. While some homeowners consider going the "For Sale by Owner" (FSBO) route, working with a real estate agent provides key advantages that can make all the difference.

## Top Reasons to Hire a Real Estate Agent

### 1. MAXIMIZE YOUR PROFIT

Experienced agents know the market and how to price your home just right. With expert strategy and access to broader marketing tools, your home will likely sell faster and for more money than if you listed it yourself.

### 2. MARKETING THAT WORKS

Agents don't just list your home, they market it. This includes:

Professional photography and videography

Exposure on top real estate platforms (MLS, Zillow, Realtor.com)

Social media advertising

Email campaigns and open houses

The result? More eyes on your listing and a higher chance of a competitive offer.

### 3. MASTER NEGOTIATORS 🤝

Negotiating isn't just about price. A seasoned agent helps navigate offers, contingencies, closing dates, and repair requests—fighting for your best terms while keeping stress and emotions out of the equation.

### 4. STRESS-FREE SELLING 🧘♀️

Your agent handles the heavy lifting—scheduling showings, screening buyers, managing paperwork, and keeping the process on track. You can focus on your next chapter while they handle the details.

### 5. SCREENED, SERIOUS BUYERS ONLY 🔍

Agents work with qualified buyers, ensuring the people who visit your home are financially prepared to make a serious offer. This saves you time and energy.

### 6. LEGAL PROTECTION & PEACE OF MIND 📄

Real estate transactions come with legal complexities, forms, disclosures, deadlines, and more. A licensed agent ensures everything is handled properly, protecting you from costly errors or delays.

### 7. PRO-LEVEL PREP & STAGING ADVICE 🏡

Want to make your home truly shine? Agents provide staging tips—or connect you with professionals—to help your home stand out. A well-prepped property often sells quicker and at a better price.

## 8. SMOOTH, ON-TIME CLOSING

From coordinating inspections and appraisals to managing communications between buyers, lenders, and attorneys, an agent ensures every step flows smoothly, leading to a timely and successful closing.

### FSBO vs. Agent-Assisted Sales in New Jersey: A Data-Driven Comparison

Selling a home is one of the largest financial transactions most people make—and in New Jersey, the numbers speak clearly. Here's how For Sale By Owner (FSBO) sales stack up against agent-assisted transactions.



#### Sale Price Differences

##### **FSBO HOMES:**

In 2023, homes sold without a real estate agent in New Jersey had a median sale price of \$380,000.

##### **AGENT-ASSISTED HOMES:**

Homes sold with a licensed real estate agent had a median sale price of \$435,000.

##### **PRICE GAP:**

That's a \$55,000 difference, with FSBO homes selling for roughly 13% less than agent-assisted sales.

—Source: HomeLight  Time on Market

##### **FSBO Listings:**

Properties sold without an agent can linger on the market for up to 60 days longer than those sold with professional assistance.

## **AGENT-ASSISTED LISTINGS:**

Thanks to smart pricing, targeted marketing, and buyer networks, homes listed with agents typically sell faster.

—Source: HomeLight



## **NET PROCEEDS**

Commission Savings:

FSBO sellers save on the listing agent's commission, which averages 5.07% in New Jersey.

—Source: Clever Real Estate



## **The Value of a Real Estate Agent**

## **LOCAL EXPERTISE:**

**Agents understand the nuances of the New Jersey market and can set a competitive price.**

## **MARKETING REACH:**

They leverage MLS listings, professional photography, and targeted ads to maximize visibility.

## **NEGOTIATION POWER:**

Experienced agents know how to secure better offers and navigate complex terms.

## **LEGAL PROTECTION:**

From disclosures to contracts, agents ensure all documentation is compliant, reducing the risk of future legal issues.

## ✓ IN SUMMARY

Selling your home without an agent might seem like a way to save money, but the data tells a different story.

### In New Jersey:

FSBO homes sell for less

They stay on the market longer

And they often yield lower net profits

**HIRING A REAL ESTATE AGENT NOT ONLY ADDS VALUE—IT CAN BE THE SMARTEST FINANCIAL DECISION IN YOUR HOME-SELLING JOURNEY.**

#### About the Author

Luz María Alderete is a licensed real estate professional with DeFelice Realty Group LLC, proudly serving New Jersey. Known for her client-first approach, Luz blends deep local knowledge with a calm, confident presence to help homeowners navigate one of life's biggest transitions with ease.

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