



STEP 1 to Selling Your Home

FIND A REALTOR

Any homeowners start the selling process by looking at sites such as [Realtor.com](#), [Zillow](#) or [Trulia](#) to see what similar properties have recently sold for in their neighborhood in an effort to determine the current value of their property. That's completely fine and understandable, but keep in mind:

The sites aren't 100% accurate as listings which were never listed in the MLS such private sales or For Sale By Owners will be missing.

Typically when professional appraisers conduct an appraisal they only take into account homes that have sold in the past 3-6 months. It's difficult to store the data by date on the online sites to determine the sale dates.

Many properties don't list enough of the details to assure you're comparing similar properties to your property. (i.e. difference in lot values are not considered or many features, rural criteria vs. urban).

Therefore, Step 1 to selling a home should be to ask a Realtor to provide you with a Comparable Market Analysis (CMA).

So, how do you find and pick a Realtor? You need to find someone who is not only great at his or her job but has the experience in the area, customer service, knowledge of the local market and particular rules, regulations and laws required for the county the property is located in.

Getting the most money for your property in the least amount of time is our common goal. Reid Real Estate has been voted the top real estate firm in the area with over 200 years of combined real estate expertise amongst our brokers.