



## What Does A Seller's Agent Do?

What does a [seller's agent](#) do? The short answer is: A lot. When it comes to buying or selling a home, many of us are in the dark about what is involved. Selling your home? A seller's agent can help you get the most from your house.



## What is a seller's agent?

A [seller's agent](#), who is also sometimes referred to as a "listing agent", is a real estate professional who represents the seller in a real estate transaction. They are a seller's marketing expert during the selling process. If you are thinking of selling your home, hiring a knowledgeable and experienced seller's agent can make a big difference in your experience and outcome of selling your house.



A [good listing agent](#) has strategic and custom plans on how to market and sell your home. The seller's agent has a few duties to the seller which include confidentiality, accounting, undivided loyalty, disclosure, diligence, reasonable skill and care.

Making use of the services of a listing real estate agent can actually net you much more money than trying to sell your home "For Sale By Owner", or FSBO. In a report published by NAR (National Association of REALTORS®), in 2019 the median price of properties sold by real estate agents was \$280,000. FSBO sales on the other hand were only \$200,000. That's a pretty big difference, and even with their 6% commission sellers stand to net more money after the sale.

If you are unsure of where to start to find a [good seller's agent](#), ask family and friends for recommendations. You can also browse the web for local listing agents and check reviews before interviewing and hiring one.

## What Duties Does A Seller's Agent Perform?

After you choose a seller's agent and sign a listing agreement, your agent will go right to work. One of the first things they will do is perform a Comparative Market Analysis (CMA). They look at homes that are comparable to yours and how much they have sold for to help get an accurate fair market value for your home.

After the seller and seller's agent agree on a listing price, the agent will help the seller know how to make their home more attractive for prospective buyers with staging and maybe a few small repairs or painting. These suggestions for home updates will help lead to a successful home sale. The agent will then have photos and videos taken to show off your home's beauty and functionality.

Next, the marketing begins. Your agent will probably first enter the home into the local MLS (multiple listing service) database. Then a good seller's agent will use other online avenues such as their own website as well as social media to start promoting your home for sale as well as other sales materials and networking.

Your listing agent will also schedule and coordinate open houses and guide prospective buyers around during showings and walk-throughs. They will answer questions and highlight your home's special features.

Once offers start coming in your seller's agent will then begin negotiating with potential buyers and their agents over contingencies and conditions as well as the price. They will communicate with the buyer's agent to evaluate and negotiate the offers to ensure you, the client, are getting



the best price and terms possible.

After a deal is struck, the final steps are assisting you with closing paperwork and attending the closing with you.

## Summing It Up

[Your listing agent](#) puts in a lot of work to earn their commission. It's a lot more than just putting up a for sale sign in the front yard and hosting open houses. CMA's, marketing, negotiating and paperwork are just a few of the time consuming things they can do to help alleviate the usual stress that comes with selling a home.

It's important to choose [the right seller's agent](#) for you. You will find agents that have years of experience in the industry and extensive local market knowledge. This makes agents extremely valuable to sellers, but you also need to consider their personality as well as their schedule to make sure they are a good fit for you. You need to find a seller's agent that you can connect with and is also available when you need them.

If you are in need of a listing real estate agent in Cobb County, we would appreciate being given the opportunity to represent you. We serve all of Cobb County Georgia including the cities of Acworth, Austell, Fair Oaks, Kennesaw, Mableton, Marietta, Powder Springs, Roswell, Sandy Springs, Smyrna and Vinings.

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