

COLDWELL BANKER UNITED, REALTORS®

KNOWLEDGE. COMMITMENT. INTEGRITY. EXPERIENCE. RESULTS.

Know the Difference between Coldwell Banker and Discount Brokers

If you are planning to sell your home, it is important that you know the difference between a full-service company such as Coldwell Banker United, Realtors® and discount real estate brokers. Not knowing that difference could cost you valuable time, or worse, even thousands of dollars. The limited service of a discount broker could keep you from getting the best possible price for your home . . . and ultimately, could be a stumbling block for the purchase of your next home.

It is important to know that your home is worth only what somebody else is willing to pay for it. And, the greater the number of interested, qualified buyers who know about your home – the more likely you are to get the best possible price.

In addition to the Multiple Listing System (MLS), Coldwell Banker United, Realtors markets its listings on numerous high-traffic Internet Web sites including, ColdwellBankerUnited.com, ColdwellBanker.com and Realtor.com, in addition to print, television and billboard advertising.

A nationwide referral network and corporate relocation program also bring qualified buyers to Coldwell Banker United, Realtors offices. The discount broker may charge you an extra fee for advertising, and they may lack extensive networking capabilities.

It is important to understand that finding an interested buyer is just the beginning. Selling a home almost always involves negotiation between the buyer and seller. Getting the best possible price for your home calls for a skilled negotiator, educated and experienced in real estate transactions.

Your Coldwell Banker sales associate has training and experience in entertaining offers and negotiating the best possible price and most favorable contract. A discount broker could have you negotiating on your own.

When a real estate agent says they can offer all the service you need at a large discount, be very skeptical. Ask them to detail the services they offer and then compare that with the Coldwell Banker services listed on our Seller Services Guarantee. You'll find that the discount agent only offers part of the service necessary to get the best possible price for your home.

There are differences between Coldwell Banker and the discount brokers! It doesn't cost you a thing to learn more about the differences when selling what is possibly your most expensive investment – your home. We helped thousands of buyers and sellers complete successful real estate transactions . . . these families experienced the difference.



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