

Why do Realtors not Want Buyers and Sellers to Meet?

If you've ever used a real estate agent to buy or sell a home, you've likely noticed that the sellers usually aren't around when buyers walk through the home. Buyers rarely (if ever) talk to the seller either. Everything goes through the real estate agent.

Is there a secret no one knows?

It's not a secret, but there are several reasons real estate agents don't want buyers and sellers to meet.

Sellers Could Ruin the Sale

It sounds crazy – sellers want to sell their home, but one wrong statement could cause the buyer to back out. Innocent answers to questions like 'how long have you lived here' or 'how many offers have you received' could make an interested buyer back out.

For example, if the seller says 'I've been here for 3 years,' the buyer may wonder 'why is he leaving so fast, what's wrong with the home?' Inferring is never a good thing and it could cost you the sale on your home.

Selling a Home is Emotional

Whether you lived in the home for a year or 20 years, there's an element of emotion involved when you sell a home. You're selling a piece of your life. If the buyer is critical about something, it can upset you and cause you to make rash decisions.

A real estate agent acts as the 'middle man.' He answers all the questions, fields the criticism, and deflects it from the seller. The real estate agent also handles the negotiations. Hearing a low-ball offer or crazy conditions can insult a seller and force him to make rash decisions. A real estate agent stops that.

Sellers can get in the Way

It's intimidating to have the sellers in the home when buyers walk through it. They may not feel as comfortable looking in all the areas they want to look. When the sellers aren't present, buyers feel more comfortable looking around and see everything the home offers.

If sellers are there staring the buyers down or standing in certain rooms, buyers may gloss over what's there and not get to know the home. This could prevent a sale. If buyers can't get a good look at the home, they won't know if they want it or not. If they do make an offer, it usually has many contingencies which makes it worse for the seller.

Real Estate Agents are master negotiators

If you want to sell your home, let a real estate agent handle it for you. There's less emotion, a higher comfort level for buyers, and a higher likelihood of selling the home for the price you want.

The right real estate agent is skilled and works well between both buyers and sellers when there are questions or even issues. A real estate agent can help you sell your home rather than impede a sale. If you're thinking about selling your home, let's talk today!