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A Realtor is the Best Tool for Selling Your Home *Tap Into the Right Expertise to Get your Home Sold*

ST. LOUIS, MO (November 14, 2011) – The infinite number of real estate tools available today has made the buying and selling process more accessible to consumers. While these resources can provide sellers with helpful information on the real estate market, when it comes to listing a home, sellers must remember their most valuable resource is a Realtor. Those marketing a home on their own may incur far more costs and work harder than they ever imagined.

“Whether you’re selling your first or second home, nothing can match the resources and expertise that a professional Realtor brings to the table,” said Jim Dohr, president of Coldwell Banker Gundaker. “Realtors go even further by incorporating the latest marketing tools when selling a home and they are an essential information source for buyers.”

Consider what a Realtor is equipped with when selling a home:

- **Staging savvy:** There’s only one chance for a first impression, and your listing agent will make sure that first impression is a positive one. Whether it’s painting the walls, removing furniture or bringing in additional accent items, an agent has the expertise to point you in the right direction when showcasing your property.
- **Home value honing:** A Realtor researches the market in order to determine your home’s market price. With the flux in today’s housing market, your sales associate relies on his/her experience and knowledge of the market to price your home strategically.
- **Marketing plan panache:** Knowing where the best place is to promote your home is your Realtor’s job. Plus, he or she is able to access premier advertising and marketing opportunities that go beyond the Multiple Listing Service placement.
- **Networking know-how:** Today’s real estate professionals are expanding their networks to thousands of previous clients, referrals, friends and family through social networking sites. When using an agent, you’ll have access to their entire network to sell your house.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates more than 20 offices with nearly 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. Coldwell Banker Gundaker is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit www.cb Gundaker.com.