

*Josee Savard*  
SAVARD REALTY

# Why You Should Use a Real Estate Agent



# About Josee Savard

REALTOR®



Growing up in Simcoe County and watching this area grow made the decision to raise my family and build my roots here a very easy one. After years in the sales industry, I realized my true passion was for Real Estate and my genuine love for helping people made the decision to change my career a natural choice. When I am not making homeownership dreams come true for my clients, I enjoy spending time with my family & friends and volunteering in my community making sure I never take either for granted. Thank you for trusting me to support you alongside your real estate journey. I am honored to represent you and guide you through the buying process. My goal is to ensure that you are comfortable every step of the way.

Have questions? I'm always available to help! Shoot me a text or give me a call for the quickest response.



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"Real estate is more than a career to me, it is my passion! Getting to help people with the sale of their home is such an honour and a pleasure for me."

# Reasons to Work with a Real Estate Agent



## ACT AS AN EXPERT GUIDE

Buying a home typically requires a variety of forms, reports, disclosures, and other legal and financial documents. A knowledgeable real estate agent will know what's required in your market, helping you avoid delays and costly mistakes. Also, there's a lot of jargon involved in a real estate transaction; you want to work with a professional who can speak the language.

## OFFER OBJECTIVE INFORMATION AND OPINIONS

A great real estate agent will guide you through the home search with an unbiased eye, helping you meet your buying objectives while staying within your budget. Agents are also a great source when you have questions about local amenities, utilities, zoning rules, contractors, and more.

## GIVE YOU EXPANDED SEARCH POWER

You want access to the full range of opportunities. Using a cooperative system called the multiple listing service, your agent can help you evaluate all active listings that meet your criteria, alert you to listings soon to come on the market, and provide data on recent sales. Your agent can also save you time by helping you winnow away properties that are still appearing on public sites but are no longer on the market.

# Reasons to Work with a Real Estate Agent



## STAND IN YOUR CORNER DURING NEGOTIATIONS

There are many factors up for discussion in any real estate transaction—from price to repairs to possession date. A real estate professional who's representing you will look at the transaction from your perspective, helping you negotiate a purchase agreement that meets your needs and allows you to do due diligence before you're bound to the purchase. Your real estate agent can help you out when it comes down to key negotiations in the home buying process. Their understanding of neighbourhoods, trends, analytics, and home pricing gives them leveraging power in negotiations. A good real estate agent with experience understands the psychology and art of successfully selling and buying a home, and can use smart negotiating tactics to save you money, time, and alleviate stress.

## BE YOUR ROCK DURING EMOTIONAL MOMENTS

A home is so much more than four walls and a roof. And for most buyers, a home is the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on the issues most important to you when emotions threaten to sink an otherwise sound transaction.

# Reasons to Work with a Real Estate Agent



## PROVIDE FAIR AND ETHICAL TREATMENT

Every Real Estate Agent must adhere to a strict Code of Ethics, which is based on professionalism, serving the interests of clients, and protecting the public.

## WHEN IT COMES TO SELLING YOUR HOME

Hiring a real estate agent means less work, worry and risk. Hire someone who is knowledgeable and well-versed in all aspects of the real estate industry. You want someone who knows your neighbourhood, your community, and has the experience necessary to sell your home quickly and for the best price. Real estate agents help you get the best deal for your home and assist you in navigating all the little details that help make your home attractive to buyers. From staging and open houses to legalities and paperwork, a real estate agent takes a fee but also provides benefits that make you more money. The best real estate agents understand the value of specific features in your home, and can use their intel to sell your home for more.

## SAVE TIME

In many ways, the search for a home is a process of intelligent elimination. By helping you choose a home, your real estate agent will save you time spent on properties that aren't right for you, and has access to resources, professionals, and information that can clarify and shorten your search.

# Reasons to Work with a Real Estate Agent



## NAVIGATE DECISION-MAKING CONFIDENTLY

A great real estate professional will help you assess a decision when you have multiple offers coming in, as both an advisor and a sounding board. Agents also have a tested network of legal, professional, and community advisors that help them give you the best advice and lead you in a direction that's right for you. When you're ready for an inspection, require a home photographer, or need a contract, a real estate agent is ready with resources to help you make a decision with confidence.

## ENSURE AND UP-TO-DATE EXPERIENCE

Most people buy only a few homes in a lifetime, usually with quite a few years between purchases. Even if you've bought a home before, laws and regulations change. Real estate practitioners may handle hundreds or thousands of transactions over the course of their career.

## GAIN VALUABLE INSIGHTS AND INFORMATION

It's great to talk to friends and do your own research, but a real estate agent is a qualified and experienced resource of information. Real estate agents can offer a range of insights on market value, neighbourhoods, school districts, and property values. A real estate agent helps you understand the context of the properties you're considering, and may identify red flags that you wouldn't. They'll also help you compare and weigh the value of the home you're considering with properties in the surrounding area.

# Consider These Questions



- Do you know how to write a contract?
- Do you have the budget for photography and marketing?
- Do you know the market value of your home?
- Do you have a third party to negotiate on your behalf or will you be doing it directly with the buyer?
- Are you prepared to leave work for showings and arrange these on your own?
- Do you know how to prepare your home to sell for top market value?
- Do you know to qualify a potential buyer?
- Are you prepared for the process after an agreement has been reached?

# Pricing Your Home

Wondering if you should price your home in line with the market or bump it up a little "just to see what happens?" Here's the answer: Overpricing your home (even by a few thousand) is the #1 way to sabotage your chances of getting top dollar for your home. Here's why:

- Buyer agents know what your home is worth and if a home is overpriced they're going to say so. A home priced correctly will ALWAYS generate more interest and sell faster.
- If you price your home higher than what it's actually worth, it may not appraise by the buyer's lender, and we risk losing a contract or going back to negotiations. If we go back on the market, that's a bad look for new potential buyers.
- The longer the home sits on the market, the worse it looks to potential buyers.

To get an accurate price on your home, I will gather data and help you analyze comps, location, size, age, condition, updates, and other factors that point to a price that will strike the right balance between current market conditions and the features that make your home attractive for buyers.





# Ready to make your move? I'm here to help!

It's never too early to start preparing for the process.  
Text me or give me a call at 249-877-4045 and let's get started!

Thank you for trusting me to support you alongside your real estate journey. I am honored to represent you and guide you through the journey. My goal is to ensure that you are comfortable every step of the way.



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