

# Cheryl's Chit Chat

*A Neighborhood Newsletter from Cheryl Johnson, Your Local Real Estate Agent*



## CHERYL JOHNSON

*Known for Details  
and Service...  
Trusted for  
Results*

**Zillow**



5-STAR AGENT

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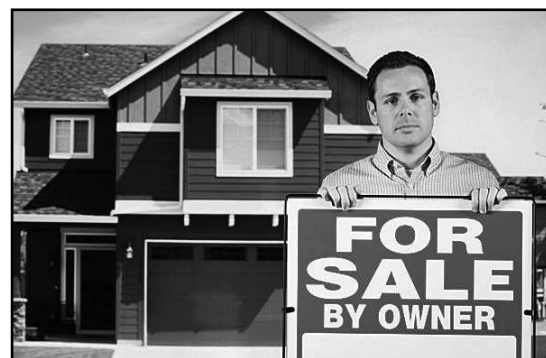
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## 6 Reasons To Reconsider Selling Your Home On Your Own

*The typical FSBO home sells for an average of \$174,900 compared to \$215,000 for agent-assisted home sales. That's over \$40,000 difference, according to the National Association of Realtors.*

### Why You Still Need a Real Estate Agent...

1. A Realtor has access to market data about recent sales and other homes on the market that can be used to price your home appropriately. Studies show that homes priced right when they're first listed sell more quickly and for a higher price than those that linger on the market.



2. A Realtor can show your home when you aren't available, can respond to inquiries from potential buyers and their agents, and can get valuable feedback from visitors – all things that save you time.

3. A Realtor can look at your home objectively and suggest ways to improve its appearance – by staging and minor repairs – so it appeals to more buyers.

4. A Realtor can screen visitors to your home, which provides a measure of safety that FSBO sellers don't have. In addition, by checking to see if the buyers are legitimate and can afford to purchase your home, a Realtor can help you avoid wasting time showing your home to unrealistic buyers.

5. Realtors have professional marketing expertise, contacts with other Realtors who work with buyers, and the support of a brokerage that can market your home more widely than you can as an individual.

6. A Realtor can help you negotiate a contract that not only garners you an appropriate price for your home, but that meets your needs for a settlement date. In addition, a Realtor can make sure your contract is in compliance with all local regulations.

Source: Realtor.com

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| SUNDAY                                  | MONDAY  | TUESDAY  | WEDNESDAY                          | THURSDAY  | FRIDAY   | SATURDAY                             |
|---|---|--|------------------------------------|---|----------|--------------------------------------|
| <i>May 2015</i>                         |   |  |                                    |   | MAY DAY! |                                      |
|   |   |  |                                    |   | 1        | 2                                    |
| Lincoln Marathon<br>7 am<br>3           | National Teacher Appreciation Week (5/4-8)<br>4 | CINCO DE MAYO!<br>5  | National Nurses Week (5/6-12)<br>6 | 7   | 8        | UNL Graduation<br>9:30 am<br>9       |
| MOTHER'S DAY!<br>10                     | 11  | <i>"April showers bring May flowers!"</i>  |                                    | 14  | 15       | Wesleyan Graduation<br>6:30 pm<br>16 |
| 17                                      | 18  | 19   | 20                                 | <i>"Spring is nature's way of saying, 'Let's party!'"</i> |          | 23                                   |
| LPS Graduations starting at 12 pm<br>24 | MEMORIAL DAY!<br>25                             | <i>"A hero is someone who has given his or her life to something bigger than oneself."</i> |                                    | 28  | 29       | 30                                   |
| 31                                      |   |  |                                    |   |          |                                      |

## When You Work with **Lincoln First Realty** (and Me!), You Get...

- **One Stop Shop** - Since we're owned by Cornhusker Bank, we have lenders and insurance agents available for your convenience.
- **Maximum Advertising & Marketing** - Color ads in the Journal Star, open house ads on Cablevision, and your listing on at least 60 web sites.
- **Locally Focused** - Everything stays in Lincoln - it doesn't go out of state, including the underwriting and your money.
- **Property Search** - View thousands of homes, including open houses and virtual tours.
- **Thriving Brokerage** - We opened a second location at 34th & Old Cheney earlier this year!



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★★★★★  
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