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Attention Home Owner:

If you're considering selling your home in today's market, one of the most important questions you've probably been asking yourself is, "Should I sell my home off-market to an investor for a quick-cash close, or should I list it on the MLS with a Realtor®?" Am I right?

Well...the truth is that there are pros and cons to consider with each of these options, so I put together this special report to highlight the differences. This way, you can make an informed and intelligent decision based upon facts and not speculation.

Selling to a Cash Buyer/Investor – Pros and Cons

So let's start with some of the advantages of selling your home to an investor who is in a position to pay all cash. Typically, investors buy homes very quickly and most times they will usually waive the need for an appraisal or any formal inspections. They also buy homes in "as-is" condition and don't require you to do any repairs.

Because they typically pay all cash, you don't have to sit around waiting for their loan to be approved, or wondering if their financing is going to fall through at the last minute. Mortgage Lenders and banks can sometimes refuse to approve a mortgage for a traditional MLS buyer if certain items during the inspection process aren't addressed and repaired. In addition, if the property doesn't appraise for at least as much as the purchase price, the Lender could alter the terms of the loan they're offering to the traditional MLS buyer, and this could easily affect the buyers decision to purchase the property.

Once again, since investors purchase homes in as-is condition with all cash, you don't have to worry about dealing with these type of issues. In short, investors can close very quickly, so you can get paid and move on with your life.

Despite all the benefits of a quick-cash close, it's true that cash is not always king. If your home is in good condition, a prospective traditional MLS buyer is less likely to be denied a mortgage based on a low appraised value or inspection issues. If you're willing to wait a little longer for your sale proceeds, there's a good chance you could end up with more cash in your pocket by working with a traditional MLS buyer versus a cash investor. If your home is in good condition and you're not in a hurry to sell, then working with a cash investor may not provide the biggest benefit.

Listing Your Home on the MLS – Pros and Cons

Now let's talk about the advantages of listing your home on the Multiple Listing Service (MLS) with a Real Estate Agent. Probably the biggest advantage of listing your home on the MLS is the exposure to thousands of potential buyers as well as thousands of Real Estate Agents that are representing their

buyers. In a competitive market like we're seeing in Phoenix right now, the demand for homes along with the shortage of available homes on the market could create a bidding war, which most times will drive home prices higher. That could be great news for you.

Obviously access to the MLS comes at a cost in the form of real estate commissions paid to your Listing Agent. Typically these commissions could add up to thousands of dollars and this cost would be deducted from the proceeds of your sale.

So the real question is, "Is it worth paying real estate commissions to access the additional exposure that the MLS provides, in hopes of getting a higher offer price?" Maybe.

My recommendation is simple. Submit your property information to receive your no-obligation cash offer from an investor and see how much they're willing to pay for your property and what terms they're offering. If you like the price and the terms provided, then you may want to accept the offer.

If you don't like the price or the terms of the offer, then you can try to negotiate a more favorable offer, or simply reject the offer and list your property on the MLS. It's really the best of both worlds.

Below is a quick reference guide to the Pros and Cons of each option.

All Cash Quick Close Offer	Listing on the MLS
<p>Pros:</p> <ul style="list-style-type: none"> • Speed • Convenience • No Traffic • No Showings • Sell As Is • No repairs • No Commissions • No Closing Costs • No Hassles • All Cash - No financing fallout • No Obligation • Discreet Sale • Move out on your schedule <p>Cons:</p> <ul style="list-style-type: none"> • Less exposure • Limited offers • Less cash in your pocket 	<p>Pros:</p> <ul style="list-style-type: none"> • Maximum exposure • Multiple offers • More cash in your pocket <p>Cons:</p> <ul style="list-style-type: none"> • More work for you • More showings • More traffic • Keep it clean • Make possible repairs • Pay commissions • Not a discreet sale • Dozens of offers to sort through • Inspections & Appraisals • Possible buyer fallout (financing)

WHAT TO DO NEXT:

Step 1 – Submit your property information via our website to automatically receive your no-obligation Quick-Cash offer. (IMPORTANT! Whether you choose to sell your home using the Quick Cash close or the MLS listing, we'll need your property information either way)

Step 2 – I'll contact you to review and discuss the Quick-Cash offer

Step 3 – Either accept the Quick-Cash offer as-is, or we can try to negotiate more favorable terms

Step 4 – Decline the Quick-Cash offer and we can discuss listing your property on the MLS