

Why a Seller's Agent Matters

Understanding the value that goes far beyond comparing, assessing, marketing, and negotiating.



Russ
Lyon

Sotheby's
INTERNATIONAL REALTY

Nothing Compares
to Powerful Partnerships.



The Heritage Behind Our Buyers

At Russ Lyon Sotheby's International Realty, we are proud to be aligned with the most prestigious auction house in the world — Sotheby's, founded in 1744 — and to be the authority today when it comes to buying and selling exceptional properties.

The brand.

Sotheby's is that rare brand that instantly evokes quality, extraordinary service and an appreciation of exceptionally valuable things. This allows us to attract individuals — clients, advisors, staff — who share our brand vision and passion for excellence.

The benefits.

By choosing Russ Lyon Sotheby's International Realty, you are aligning yourself with one of the world's most powerful and recognizable names in luxury — one known for outstanding service. Our famous style, integrity and transparency are the icing on the cake. The sellers and listing agents will appreciate that your advisor is an experienced professional who knows what they're doing and who will be responsive and navigate the transaction successfully.

The track record.

Since 1947 and counting, Russ Lyon Sotheby's International Realty has earned its impressive reputation every day - by closing exceptional sales and by providing famously excellent service to its clients. Its nearly 900+ global real estate advisors, together, have achieved multiple consecutive years of multibillion-dollar total sales, proudly ranking us as a top Sotheby's International Realty affiliate - and the No. 1 luxury brokerage in Arizona time and time again.

The 10 essential advantages of seller representation

As your Global Real Estate Advisor, I have insider expertise and experience to help you successfully and seamlessly navigate your next real estate transaction. Here are the 10 key advantages of working with a Sotheby's International Realty Global Real Estate Advisor to seller your home:

1 Deep knowledge & access

My expertise and continuous education provide you with comprehensive insights into the local market, including pricing trends, desirable neighborhoods, and buyer preferences. This empowers you to make informed decisions and ensures you have priority access to all available listings.

2 Negotiation & confidentiality

As an experienced advisor, I possess refined negotiation skills from numerous complex transactions. I will craft a selling strategy, prepare, and negotiate offers on your behalf to help you avoid underselling and secure the best possible terms.

3 Vast network

I have access to extensive local and global networks of industry professionals, including inspectors and other real estate advisors. This allows me to expedite processes, uncover opportunities, and ensure a seamless experience for you.

4 Contract navigation

I am well-versed in the complexities of the legal paperwork involved in real estate transactions and can help you navigate disclosures and reports, ensuring you avoid mistakes.

5

Problem-solving

I have a proven track record of overcoming hurdles and am equipped to tackle any obstacles that may arise, ensuring a smooth and successful outcome.

6

Time-saving

I handle all the behind-the-scenes work, from reviewing comparable properties to managing paperwork, streamlining the process and saving you valuable time.

7

Trusted counsel

Selling a home can be emotionally charged. I serve as a confidential advisor and fiduciary, ensuring that emotions don't cloud judgment or derail the transaction.

8

Future guidance

After a transaction is complete, consider me a trusted resource who is always available to offer advice on home improvements, market trends, selling your home when you are ready, and much more.

9

Risk mitigation

Mistakes in real estate can be costly. With my experience, I can help you make the right decisions by expertly analyzing a home's pros, cons, and future desirability based on various factors.

10

Wealth-building

A home is one of the most significant sales you will make. Like a financial advisor, my knowledge and advice can help protect your investment and maximize potential future gains.

The Journey of Selling a Home







How Compensation Works

Brokerage Compensation

You will sign a Listing Agreement, which is a contract for professional services and representation between you and your Global Real Estate Advisor. This also confirms the compensation for the Buyer's Advisor and Brokerage. It should be noted that the amount a brokerage charges is not fixed by law; the compensation amount is negotiable and brokerages may set minimum fees.

Compensation Division

The compensation paid for representation is paid to the Broker to cover business operations, expenses — such as Errors and Omissions Insurance — and membership in industry organizations. It is shared with the Advisor and used to offset the Advisor's necessary business expenses associated with licensed activities.

Seller-Paid Brokerage Compensation

When listing a property for sale, Sellers complete a Listing Agreement to authorize payment to the Listing Broker. In most cases, the Listing Agreement also offers a compensation amount to be paid to the Broker representing the Buyer. Compensation is always negotiable and you and your Advisor will determine compensation to the Broker and any cooperating broker. If the amount of compensation offered by the Listing Broker is less than the compensation agreed to in the Buyer Representation Agreement between the Buyer and the Buyer's Broker, the Buyer is obligated to cover the difference.

Buyer-Paid Brokerage Compensation

A Buyer Representation Agreement allows your Advisor to represent a buyer even when no offer of compensation is published. Your Advisor can search for properties that are not in the MLS and may instead be For Sale by Owner, Off-Market, Coming Soon or Pocket Listings — as the Buyer Representation Agreement covers the payment for buy-side representation.

Our Commitment *to You*

At Russ Lyon Sotheby's International Realty, our team has an in-depth understanding of the intricacies involved in selling a home, offering services tailored to your specific needs. In our advisory relationships, our objective remains crystal-clear: to leverage our extensive resources and decades of experience to provide you with the knowledge and confidence necessary to seamlessly navigate your next home sale.

Our pledge to you:

- We will be dedicated to understanding your individual needs in the pursuit of selling your home.
- We commit to being your guide and confidant throughout the journey.
- We assure completely transparent communication, empowering you to make well-informed decisions.
- We promise to navigate the complexities of the real estate market on your behalf, utilizing our expertise to secure the most favorable terms for your home sale.
- We pledge to always uphold the highest standards of professionalism and ethics. Your trust is paramount to us. Trust is the very foundation of our decades-long legacy and success.





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