

Your Realtor – Your Partner in Selling Your Home

When it comes to selling your home, think of your Realtor as a trusted partner—not just someone who lists your property. A good Realtor will provide you with sales data to help support your asking price, offer insight into current market conditions, and outline a detailed marketing plan for your home.

If you're out of town, most Realtors are happy to check in on your property and alert you to anything that needs attention. However, it's important to understand that Realtors are not licensed or insured to perform services like cleaning, landscaping, or handyman repairs. In fact, they must be licensed as property managers to even hire such vendors on your behalf. A Realtor's core responsibility is marketing your home—and doing that job well.

That said, a partnership goes both ways. Sellers have responsibilities too. Your home needs to be clean and free of clutter. Leaving behind unwanted furniture or trash, thinking the buyer won't mind, can turn off potential buyers and lead to lower offers with cleaning concessions. Ask yourself—would you want to move into a home full of someone else's junk?

Deferred maintenance is another common issue. At Atomic Realty, we strongly recommend a pre-listing inspection to identify needed repairs. While you're not required to fix everything, pricing your home with those issues in mind is essential. If you skip the inspection, the buyer will likely do one—and their offer may reflect more conservative pricing to account for anticipated repairs.

We understand that selling a home is stressful. However, it's important to stay professional with your Realtor. If your home hasn't sold yet, avoid micromanaging or becoming confrontational. Instead, review the list of services your Realtor promised. If they're fulfilling those commitments, working hard, and communicating with you, then trust the process. Remember, Realtors are just as motivated as you are—they only get paid when your home sells.

Often, the key factors in selling a home are price, cleanliness, condition, and market conditions. Ask yourself: Would you pay the asking price for your home in its current state? Is it spotless, well-maintained, and updated? The market is changing—while price isn't always the problem, it's often the solution.

The good news? Clean, well-cared-for homes still sell—often faster and at better prices. Even in a market with higher interest rates and greater inventory, well-maintained homes stand out and attract serious buyers.

About the Author:

David Houck is the Qualifying Broker of Atomic Realty (AtomicRealty.net). With over 40 years of real estate experience, a BS in math and physics, and a law degree, David brings unmatched knowledge and ethical commitment to his clients. He serves on the New Mexico Association of Realtors Forms Committee, working to create clear, protective forms for the public. While licensed as a property manager, Atomic Realty focuses solely on property sales—because we believe in doing one thing, and doing it well.