

Jupiter FL Realtor Ryan Fitzhugh Gives 4 Reasons Home Sellers Should Use a Listing Agent

Ryan J. Fitzhugh is one of Palm Beach County's top realtors. He gives 4 primary reasons why home sellers should consider working with a listing agent.

JUPITER, FL, USA, July 31, 2014 /EINPresswire.com/ -- The South Florida real estate market has been coming back over the past couple years, but things seem to be leveling off in 2014. For home sellers, this means they will need to compete more with other listings in order to sell their home for top dollar. Ryan Fitzhugh is a top [Palm Beach County realtor](#), serving many of the higher end markets in Palm Beach, North Palm Beach, Jupiter, Juno Beach and surrounding communities. He believes sellers in these areas can still come out on top; as long as they select the right real estate agent.

"We have somewhat of a seller's market here in South Florida," Fitzhugh says. "However, much of it is being driven by cash purchases from foreign investors. It is questionable whether this trend will continue, and it calls into question the long-term sustainability of this market. This is why if you are looking to [sell your home in Palm Beach County](#) or a nearby county, it is important to capitalize while the investors are out there."

To receive top dollar for your home, Ryan strongly recommends using a listing agent – an agent that primarily lists properties and represents sellers during the transaction. He gives four reasons why a listing agent can make a big difference when selling your South Florida home.

1. Presentation

"A listing agent works full time on selling homes, and one of the critical areas in ensuring a successful sale is the way the home is presented. It goes without saying that all minor repairs and blemishes should be dealt with; but beyond that, you want your home to stand out among your competition and "WOW!" your buyers when they first walk through the door. This is especially important with higher end homes, because your market will expect nothing less than to have your home looking its best. Listing agents work with a team that includes professional stagers that can guide you on how to present your home to make it most attractive to your target market."

2. Pricing

"Home buyers are much savvier today than they were during the housing boom of the early 2000s. Back then, you could get away with overpricing your home and still receiving offers. That is not the case today. You must have your home priced appropriately, and a listing agent is better equipped to know what the appropriate price is. I should also note that with high end luxury homes, you do not want to underprice the property too much either; otherwise your buyers may start to wonder what's wrong with the place."

3. Promotion

"When it comes to promotional strategies to market your home to the widest range of prospective buyers, it pays to go with a listing agent. Listing agents sell homes all day, and they employ multiple marketing methods (both online and offline) to give your home best possible exposure. In addition, listing agents often have a large network of buyer's agents they have developed relationships with. So when your home goes on the market, these agents are immediately made aware of it, further broadening your exposure."

4. Negotiation

"A listing agent is working on the seller's behalf, and it is their job to have strong negotiating skills. Because they know the prices and the neighborhoods intimately, they are armed with the information necessary to win out at the negotiating table."

About Ryan Fitzhugh [Top Realtor Jupiter Florida](#):

Ryan Fitzhugh is a South Florida real estate agent with over 8 years of experience in the industry. A Palm Beach native, Ryan has lived in this area his entire life and has in-depth knowledge of the local markets. Ryan has also worked in land development and other areas of the real estate business, giving him a wider perspective than most agents in the area. Ryan is presently a listing agent for Keller Williams, combining his strong negotiating skills and unwavering commitment to customer service to give his clients the advantage they need in the competitive South Florida market. Ryan operates with character, discipline, honesty and integrity; providing the personal touch that makes him one of the top realtors in Palm Beach County.

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