



Real Estate Agent vs. iBuyer

For many sellers, an iBuyer can make sense if they need to sell quickly or without much oversight. In many other instances, however, the traditional real estate agent may be a better option. Below we've summarized the key considerations you should make when choosing.

	Real Estate Agent	iBuyer
Pricing	<ul style="list-style-type: none">• Human-driven• Based on market comps and property distinctiveness• Works to obtain top price at market rate	<ul style="list-style-type: none">• Algorithm-driven• Based on similar properties• Pricing can be as much as 20% below market rate
Marketing	<ul style="list-style-type: none">• Handles all aspects of listing and showing your property• Attracts qualified buyers and weeds out unqualified buyers	<ul style="list-style-type: none">• No marketing involved• A "yes/no" purchase offer from iBuyer
Communication	<ul style="list-style-type: none">• Individual person who stays in touch with you at every step from listing through closing	<ul style="list-style-type: none">• Large corporation, making it hard to get timely answers during sales cycle
Negotiating Terms	<ul style="list-style-type: none">• Real estate agents' and seller's goals are aligned to maximize profit• Advises when to discount, when to counteroffer• Shields you from difficult negotiations	<ul style="list-style-type: none">• Non-negotiable, take-it-or-leave-it offer• Typically a lower offer from a corporation unwilling to assume any risk
Representation	<ul style="list-style-type: none">• A person, and their brokerage / agency• Someone you can meet face to face• Acts as your advisor, fiduciary and advocate	<ul style="list-style-type: none">• A large corporation, no individual person• Cannot meet face to face• Acts in their best interest, not necessarily yours.
Managing the Details	<ul style="list-style-type: none">• Handles all the unanticipated details – from inspections, clean-outs, and tests to water/sewer readings, certificates, and filings	<ul style="list-style-type: none">• Little to no assistance identifying and completing the unanticipated details – like final water / sewer readings, paying off final bills, etc.
Closing Time	<ul style="list-style-type: none">• As little as 30 days, with an average of 51	<ul style="list-style-type: none">• Nearly instant if you chose to a traditional or trade in ibuying, up to 6 months if you choose bridge financing
Commissions/Fees	<ul style="list-style-type: none">• 6% to Real Estate Agent• No upfront fee	<ul style="list-style-type: none">• 10-20% to iBuyer• Some fees paid upfront
Ideal Customer	<ul style="list-style-type: none">• Can wait to maximize price and profit	<ul style="list-style-type: none">• Needs to sell quickly• Willing to pay for speed and convenience