



BONITA SPRINGS-ESTERO
REALTORS®

Why List My Home on the MLS?



Visibility - Listing your home on the MLS can be seen by over 17,000 Realtors in the SWFL area

Instant Interest - The moment your listing goes live in the MLS, potential buyers are alerted if your home matches their interests



Signage - National Association of Realtors rules prohibits Realtors from placing signs on properties not list in the MLS

Profit - Great chance of an increased sales price versus list price when your home is listed on the MLS



Global - MLS listings are viewable in numerous countries by foreign buyers interested in SWFL

Multiple Offers - If you pocket or private list your home, you are less likely to get multiple offers which lead to a higher selling price



State Coverage - Listings on the MLS are syndicated out to all of Florida through MLS Advantage

Web Searches - Listings on the MLS can be displayed on broker websites and on popular consumer sites like Realtor.com and Zillow



Interested in selling or buying? Find a BER Realtor at www.BonitaEsterorealtors.com