



Choosing a Realtor and Why?

Do I know the market? Other than what I can find on Zillow?

The resources available to non-realtors for housing market information is so often incorrect. Zillow uses national averages to give you value and local government sites use tax assessors information. Neither give you the correct market value. Realtors have resources available to correctly pick comps and adjust accordingly.

Do I understand Real Estate law and how to follow it?

During contract negotiations, there are several rules/regulations that must be followed. Although a non-Realtor does not need to abide by the same laws that a Realtor does, do you feel comfortable that you are not opening yourself up to a lawsuit? And are you covered if you do? Realtors have strict laws we have to follow and a code of ethics as well. If we break either of those during a contract, we are the ones who take the risk and have to deal with the consequences...not you!

Am I informed enough to negotiate prices correctly?

If you are buying or selling on your own, do you know how to negotiate with other Realtors? Are you informed enough to know whether the offer is a good one? Most people know what they think their home (buying or selling) is worth, but during negotiations can get flustered. You want someone confident and assertive to negotiate your deal for you and handle any mishaps in the process.

Do I know how to deal with other Realtors in a contract situation?

Most Realtors have been in the business a long time and are very versed on the standard contracts. They are also usually prepared for anything odd, and it happens more often than not, that may come up during the contract process. We have resources at our fingertips to handle these odd happenings and can keep the contract process moving efficiently even through bumps and roadblocks.

Do I have the resources to sell my home on my own? i.e.; Contracts, Listing platforms, photographers, stagers?

Realtors have accounts with several different vendors that provide us with the necessary tools to sell a home, including but not limited to; Integrative contract software, MLS software with IDX, Title companies, Mortgage lenders, Insurance agents, Home Warranty connections, Inspectors, Photographers/Stagers and more. It would take so much of your precious time to accumulate these resources on your own!

What am I looking for in a Realtor?

Now that you know you are probably better off with a Realtor...who do you choose? Most people these days have a friend or relative who has their Real Estate license and will turn to them first. That's great, but make sure you are not setting yourself up for a bad situation. Make sure you are working with someone who has your best interests in mind and isn't just out for the commission. Commissions are earned by not only doing the duties you and your agent agree to, but sometimes by them going above and beyond to make your experience as pain free as possible! Follow these guidelines for choosing an agent:

Do they fit my personality? Do we get along and understand each other?
Do they understand my needs and are they listening to me?
Are they staying within my price range when sending me homes to look at (buyers)
Are they doing their due diligence when pricing my home? (sellers)
Do I feel that they are concerned about my needs and will represent me to their fullest ability in a contract situation?
These are very important needs that should be met by your Realtor...so choose wisely!

How do I know if me and my realtor are a good fit?

You know you better than anyone! When you meet with a Realtor for the first time, you will know, by instinct, if you feel comfortable with them and if they seem sincere and educated in the market. Never feel bad to tell a Realtor you've met with that you don't feel it's a good fit if you're not getting a good vibe...even if it's a family member!

Does my Realtor have my BEST INTERESTS in mind?

How do you know? My three tell tales if a Realtor is really working for you and not just for the commission check:

They listen to you when you first meet and take notes. This let's you know that they care about what you want and aren't going to forget!

They are not in a rush. When you meet with a Realtor for the first time, they should take as much time as it takes to cover ALL of your questions, concerns and needs.

They don't talk about themselves the whole time! This is about you and is one of the biggest investments of your life. You need to be heard and understood and uninterrupted!

Why am I paying commission anyway?

Many people feel that the commission rates are way too high. The number can seem quite lofty when you do the calculations! And unfortunately the burden lies solely with the Seller, although new laws are being discussed to change that. But why so much?

TIME! Most Realtors, like myself are available to their clients seven days a week, 16 hours a day. That alone is worth the money you pay, but a good Realtor will be in consistent contact with their clients and is tasked each day on the transaction.

RISK! As I mentioned before, your Realtor takes on all of the risk in a transaction and carries specific insurance to protect themselves.

EDUCATION! When you pay a commission, you are not only paying for your Realtor's time in your particular transaction, but also the time they spend continuously being educated on the ever evolving Real Estate regulations and laws. They are required by law to complete a certain amount of hours each year so they may serve their clients to their fullest ability!