

Finding the Right Real Estate Professional

Finding the right real estate professional requires a little research on your part. You need to know as much as you can about the selling process. What is the marketing strategy? What kind and how much advertising will be done? Is the REALTOR® capable and willing to communicate effectively? Can the REALTOR® effectively present and sell the less-noticeable assets of your property?

A Real Estate Professional needs to be knowledgeable about the community. They need to have a feel for the history of the area and the approximate price that people will be willing to pay. Also, real estate agents should know what the competition is and how much it will affect your sale.

NEVER choose a REALTOR® on their suggested listing price alone. A REALTOR® cannot control the selling price of the house. The buyer will not willingly pay too much; it's more likely that he or she will do research on the market and try to find the best house for the best price. The facts simply cannot be changed, no matter which REALTOR® you select. In spite of these unchangeable factors, the REALTOR® you select must still be diligent and knowledgeable.

If your property does not receive attention within several weeks, the cause can most likely be attributed to one of these three factors: location, condition, or price. The location cannot be changed. You should consider examining the condition of your property and reevaluating the marketing strategy. Ask your REALTOR® for an explanation of the competition and your price.

Most people sell only a small number of homes in their lifetimes. Many sellers make the critical mistake of thinking all REALTORS® are the same. They list with the first REALTOR® who comes along. Does it make good business sense to put the responsibility of selling your home with someone who has no plan or qualifications? Asking the following questions may help:

Six Questions You Should Ask A REALTOR® Before You List

1. **Could you send me some information about yourself?** You can often get a good idea of which agents are the most professional by looking at their promotional materials. If their own materials are not professional, how well are they going to market your home?
2. **How many homes have you listed and how many homes have you sold in the past six months?** Look at an agent who has experience with homes similar to yours. If your home has special features, look for an agent with experience in those areas. Your agent should have a good record of selling homes not just listing homes.
3. **What is your average length of time from listed to sold?** Don't automatically assume the shorter time on the market the better. That could reflect selling homes quickly at lowball prices. Look at what the asking price was compared to the selling price. An agent who sells close to the asking price and quick is an effective salesperson.
4. **How long have you been in business and what professional organizations do you belong to?** The length of time a real estate agent has been licensed is not a sure sign that they've been an active selling agent. They may have sold property for 10 years but only part time, whereas an agent who's been in business for 2 years may be a real top producer. Take into account what professional organizations they belong to. The minimum should be a professional who's a member of the local real estate board and MLS as well as the state and National Association of REALTORS®.
5. **What price do you recommend and what is that price based on?** Pricing is the most critical step to selling your house. Take great care in choosing an agent with the knowledge to price your house effectively. Keep in mind the selling price should attract potential buyers. Be realistic and avoid "yes agents," who will say "yes" to any request or price while your house just sits on the market.
6. **What types of things separate you from your competition?** How effectively will they advertise? Do they have 24-hour advertising capability? Will all the leads be followed up by your agent or their company? Agents who are innovative and offer new methods of attracting home buyers will measurably outperform agents who rely on methods of the past.

If you have any real estate questions or if you would like to receive a “Room to Room Selling Check List” packet please contact Deborah Burton at dburton@dburtonrealty.com or 256-259-5800.

(Article is to be used as an informational tool only and does not guarantee the sale of your house.)