



# Realty Resource Connection

## How to Choose the Realtor that Fits You Best

Realty Resource Connection understands that finding the ideal Realtor doesn't just happen by accident. It takes some research on your part. An important rule of thumb is to shop for the Realtor first and the house second to ensure you have the most qualified agent working for you and your needs.

Realty Resource Connection has the resources to help you find a Realtor who matches your needs. If you aren't completely satisfied with what one has to offer, we will help you find another. You want a Realtor who will represent you to get the best home for the best price (if you are buying), and the best offer (if you are selling).

The real estate market has two distinguished sides - the buyer's side and the seller's side. You are represented by a selling agent, also known as a Buyer's agent, if you are buying a home and represented by a listing agent if you are selling your home. Realtors may work on both sides of the negotiations, but often these days will specialize as a buyers or sellers agent. Most agents have access to the Multiple Listing Service (MLS) to help you with the buying or selling process.

In most cases, an agent is on one side or the other, although some do split their time between the selling and buying sides.

What happens if you find the perfect Realtor to help you buy your home and they have the same focus and priorities as you, they are very professional and exactly what you've been looking for, but the Realtor has a house for sale- the ideal house- everything you want? The bottom line is, this Realtor is working for the seller of that home to ensure the seller gets the best deal. Should you use this Realtor or find another one?

This situation sets up the potential for a conflict of interest. Since the Realtor is under contract with the homeowner, they have an agreement to use their negotiating skills in selling the home. This can be done fairly for both, but it is a little tricky. If you should run into this situation, the agent would become more like a transaction facilitator than that of an agent and could work on behalf of both parties, however, this is not the ideal situation and should be considered carefully to ensure both seller and buyer, get the best representation.

Be alert to the fact that if you find the "perfect" Realtor, there can be challenges. Very seldom does the purchase of sale of a home go flawlessly. So be prepared to be met with obstacles and be patient as the Realtors work them out. Realty Resource Connection will also assist you to develop strategies around obstacles.

## What You Should Expect from Your Realtor

Working with a reputable Realtor is a huge advantage. Be aware that there have been many horror stories of first-time homebuyers being promised the greatest deal ever only to discover that the "Realtor" isn't even licensed or qualified to sell homes. Realty Resource Connection works with quality, licensed, professionals only!

There are many people who are successful in finding the perfect home on their own, but most aren't. A qualified Realtor understands the industry and is experienced on how to negotiate the best deal for you. A qualified Realtor's goal goes above and beyond helping the buyer find a nice home. Realty Resource Connection also acts as a "sanity check" to ensure right decisions are being made and things are in order before, during, and after the deal.

Realtor's areas of expertise include:

- **Advertising** - The Realtor can show the buyer listings on the Multiple Listing Service (MLS) and other media and advertise properties if you're selling your home.
- **Marketing Strategies** - A Realtor will create marketing strategies based on specific properties and accurate information.
- **Open Houses or Home Tours** - The Realtor will hold a minimum of one or two open houses.
- **Recommendations** - The Realtor should be open to making recommendations and offering information throughout the process.
- **Documentation** - This covers the negotiations, contract, handling appraisals, closings, etc.

You are not just working with one, but thousands of Realtors when you decide to work with a Realtor. Realtors network together, which strengthens the position of both buyer and seller. If you're buying a home, you will be looking at both the houses being handled by your Realtor and the whole network of Realtors. This increases your odds of finding exactly what you want at the price you need.

A good Realtor will help you in set up appointments with lenders and meet you at the appointment. They can offer great expertise in this area and will be a huge assistance. Your Realtor can help you locate housekeepers, gardeners, and babysitters once you locate your home. Their work doesn't stop as soon as the closing is done. Good Realtors will remain in contact with you over the years should you ever decide to sell.

These are some important guidelines that you should follow when selecting your real estate agent:

- Talk with your friends, neighbors, and co-workers who recently sold in your area. and find out who they work with and were they happy with the service? Would they use this agent or company again?
- Go to open houses in your area and observe the listing agents. Do you like the way they are marketing the house? How knowledgeable are they about the house and the market? Are you comfortable with the answers they have to your questions? Are you impressed with their professionalism?
- Take note of SOLD signs in your area. This is a sure indication of an active, successful agent.
- Interview at least three agents. Try to find out as much about each as possible. Because you will be working closely together, you want to be absolutely certain that you are comfortable with your agent's style of doing business.

Here are some very important questions to ask your agent:

1. What are your qualifications, experience, and education?
2. How long have you been selling real estate? How long in this area?
3. What is your track record? How many houses have you sold in the last three months? Will you supply three references from these sales?
4. How will you find buyers for my house? May I see a marketing proposal? Are you connected to a relocation network?
5. What if I'm not satisfied with your service?

Make sure you ask these questions to ensure you are working with a good agent.