

As Your Listing Agent, What is My Role?

I have a very specific philosophy about my “role”. My experiences prove over and over again that, in order to *best* help you sell your property, we both need to share the same understanding about my role.

Let me start by saying that my role is not to find your Buyer. Of course, if my marketing produces a “ready, willing and able” Buyer for your property, I will do everything I can to bring you both together. However, most property sales involve two *different* real estate companies. Sales within the same company usually involve two different agents. In fact, many Buyers will not want to “share” an agent with the Seller (“dual agency”): they want “exclusive representation”. So, it is statistically unlikely that any agent will sell their own property listings and that is why I do what I do for my clients.

Mathematically, there are hundreds of licensed agents (including myself) who are working in any given municipality at any given time. While my efforts (“For Sale” sign, Internet and MLS) may attract “interest”, most Buyers will call to inquire and ask their questions but stop short of accepting an invitation to see the interior. Why is this true? Forgetting the “odds”, shouldn’t the “listing agent” have an “inside track”? Shouldn’t their efforts be focused on finding “the Buyer” for you? Respectfully, I say **NO!**

First (and most important), the MLS is the **#1** tool by which Sellers and Buyers are “matched” (not “For Sale” signs or the Internet). This is why I *personally* enter my listings into the MLS. The MLS makes your property information available to over **28,000** agents throughout the Delaware Valley. In addition, the MLS “syndicates” or “feeds” your listing information to the Internet (including all of the major Real Estate companies and so-called “third-party sites like Realtor.com, Zillow and Trulia among others), making your information available 24 hours a day, every day throughout the world! As impressive as that is, most Buyers already have their own agent so regardless of how they learn about a property, most Buyers will call their own agent to schedule a showing and to make an offer when they are ready.

I work for your *best* interests **NOT MINE**, so this does not concern me: my goal is to sell your property and to keep it sold! While I enjoy representing both sides in a sale, it happens rarely and can be very challenging. My goal is best accomplished by understanding what works and making certain that I do the very best that I can *for you*. The MLS printout is the **single** most critical part of the process (other than price) and it is *really your* **resume**. Having me try to find your Buyer is like finding a needle in a haystack: it would lengthen the selling process at your expense, possibly resulting in a lower selling price.

Second, while it may be easier for me to “manage” the transaction alone (as compared to negotiating with another agent), you are entitled to get as much for your property as you can, regardless of which agent has the Buyer. Good deals are good deals and bad deals are bad deals *regardless* of who is representing the individual parties.

My role is to *facilitate* the process and create an environment that will result in a sale. Understanding the overall process and being honest with Sellers is just one of my strengths. Sellers have the majority of the responsibility: pricing is the only true variable in the process. Every property has a price at which it will sell.