

As Your Listing Agent, What is My Role?

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

My role is *not* to find your buyer. It is unlikely that *either* of us has any idea who they are, where they currently *live or* how to contact them. Trying to find them would *delay* your plans by lengthening the selling process, possible resulting in a lower selling price. I focus my efforts on making sure that prospect buyers and agents know that your property is “For Sale” by having it **appear in their search results**. This is *not* as easy as it sounds: *every* year many houses sit on the market *unsold*, even after taking useless and costly price reductions. 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.

There are hundreds of licensed agents working in your local area. While my efforts (“**For Sale**” sign, Internet and MLS) attract “interest”, most buyers who contact me will ask questions but **stop** short of accepting my invitation to see inside a property. *Why* is this true? Shouldn’t a “listing agent” have an “inside track”? Shouldn’t their efforts be focused on finding you a buyer? Respectfully, I say **NO!**

Most Real Estate sales involve two *different* Real Estate companies. Sales within the same company or office usually involve *two* different agents. Many buyers do not want to “*share*” an agent with the seller (“dual agency”): they want “*exclusive* representation”. Isn’t that how you feel? It is unlikely that an agent will sell their own property listing and that is why I do what I do for my clients. **They are my priority:** I work for your best interests **NOT MINE.**

The MLS is the **#1** tool for “*matching*” sellers and buyers. Other tools pale in comparison. This is why I *personally* enter my own listings into the MLS. The MLS printout is the **single most critical** part of marketing a house (other than price) and it is *really your resume*. The MLS *shares* (“cooperation”) your property information with thousands of agents throughout the Delaware Valley and beyond. In addition, the MLS “*syndicates*” or “*feeds*” your property information to the Internet (including other Real Estate company websites and “third-party” sites like Realtor.com and Zillow.com among others), making your information available **24 hours a day, every day!** As impressive as that sounds, most serious buyers have their own agent whom they will call to schedule a showing and to make an offer when they are ready. **I have to ensure that they can find your property information in their search results.** As long as I do my part well, results will follow. Isn’t that what *really* matters?

I want to sell your property for the highest possible price, with the best terms, in a timeframe that works for you and with the least inconvenience. **Then I want to keep it sold!** While I enjoy representing both sides in a sale, it can be very challenging satisfying both clients. Selling Real Estate is *best accomplished* by understanding what works and making certain that I do the very best I can.

I will use my experience, training, education, knowledge, ability, resources and insight to *facilitate* and *manage* the process by creating 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 responsibilities as well: they determine the *asking price* while buyers determine the *value*. A property has to compete with others on the market offering similar features and in the same overall condition. If a mortgage is involved in a sale, the house must “*appraise*”. Every property has a price at which it will sell. My marketing ability will *maximize* our efforts!

There is no time for inexperience, empty promises *or* false expectations!

HIRE WISELY: We are not “*all the same*”!