

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 *or* how to contact them. Trying to find them is like finding a needle in a haystack: it would *delay* your plans by lengthening the selling process, possible resulting in a lower selling price. I focus my effort 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 web sites and “*third-party*” sites like Realtor.com, Zillow and Trulia 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 and *least* inconvenience in a timeframe that works *for you*. **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 that I can *for you*.

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 located nearby 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!