

## What is the *Least* You Should Expect from YOUR Agent?

The easy answer is that you *should* be able to expect that your agent will do what they said they would do if you “*hired*” them. Isn't that why you choose them in the first place? There are two potential issues with this. Most sellers and buyers are not Real Estate agents so they *really* do not know what we do, let alone understand the legal and ethical requirements that we have. In addition, some agents don't (or won't) take the time to explain *their* role and *your* role. Many have no plan! **I have a plan and I guarantee** that I will do what I tell you that I am going to do! I will take the time to discuss your plans and make suggestions to help you. Once I am hired I will keep you *informed* throughout the process. I will respond in a timely manner when questions arise. **You deserve nothing less!**

Let me describe what I consider to be the *basic* level of service to a client. I will discuss the Real Estate issues from the selling and buying perspectives.

**SELLERS:** an agent should *explain* everything they ask you to sign so that you feel comfortable (especially the listing contract and agreement of sale). If you are *not* comfortable you should seek legal advice. You should be given copies of everything you sign; you should be advised about the "market" conditions and what to expect *throughout* the process; a Competitive Market Analysis (CMA) should be provided for pricing; there should be a game plan/ strategy; a “For Sale” sign should be installed (if desired) in a timely manner; you should receive a copy of the multiple listing service (MLS) printout to review and approve (it is your property's *resume*); there should be a conversation about scheduling showings and feedback (many problems arise from showings); you should be kept informed about evolving "market" conditions; you should be given an opportunity to re-evaluate the strategy if a sale does not occur. Your agent should be **accountable** to you for the *results*. When you sign a Buyer's offer there will be additional issues but the proper foundation will *minimize* your inconvenience.

**BUYERS:** an agent should *explain* everything they ask you to sign so that you feel comfortable (especially the buyer contract and agreement of sale). If you are *not* comfortable you should seek legal advice. You should be given copies of everything you sign; you should be advised about the "market" conditions and what to expect *throughout* the process; an agent should ask questions to learn about your “wants” and “needs” so they can help you identify properties to consider; there should be a game plan/ strategy (this should include a conversation about financing alternatives); there should be a discussion about scheduling showing appointments; you should feel comfortable about the process and understand what is involved in making an offer and proceeding to settlement; you should be kept informed about evolving "market" conditions (this includes learning about new listings to consider); you should be given an opportunity to re-evaluate the strategy if you do not find something you like. Your agent should be **accountable** to you for the *results*. When you execute a purchase agreement there will be additional issues but the proper foundation will *minimize* your inconvenience.

The bottom line is that an agent should be evaluated on two levels. One is how they provide “client-level” *service* (how dedicated are they to your needs?); the other involves their level of *expertise* (specifically: their integrity, experience, training, education and knowledge. How well do they *represent your* interests? Do they have a logical strategy/ plan that makes sense?).

In Real Estate *both* are critical: is there *anything* that you would be willing to sacrifice? Make certain that you know what to expect and what you can do if those expectations are not met!

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

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