

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 chose 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 both 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 or at least ask questions. 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; 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 or at least ask questions. 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 “needs” and “wants” 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*. This includes: 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*”!