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Selecting Your Agent

The most important decision you will make when buying or selling real estate is selecting the right agent to represent you. Buying or selling real estate is one of the largest transactions you will ever make, and selecting the right agent is as important as selecting an attorney, accountant or doctor.

Each agent works as an independent contractor for a local real estate company, which should belong to a Multiple Listing Service, or MLS. In reality, the MLS creates one very large real estate company in a local community. Small firms as well as large firms benefit by using the MLS, because the agents in each firm are working to sell each other's listings. By using the powerful resource of the MLS, your property has gained a tremendous advantage by being accessible to the entire real estate community.

The old saying in our office is "There are no bad houses, just bad prices!" One of the most important jobs your agent has is pricing your property correctly. During changing markets, you will need expert advice. In addition, your agent will guide and direct you through the complex areas of marketing, financing and legal issues, which will surface during a sale.

Look for these qualities in an agent:

1.   Does the agent know the area in which they specialize – schools, zoning, etc.?
2.   Does the agent use the MLS service? (If not, you've got the wrong agent!)
3.   Is the agent professional and honest in every respect?
4.   Does the agent support and contribute to the local real estate board?
5.   Is the agent active in the community?
6.   Most importantly, do you like your agent, are they enthusiastic and do you have complete confidence in their ability to complete the task?

If you can answer yes to all of the above, then you've found your agent. Become a team with your agent and you'll find that you will be pleasantly rewarded.