

## Choosing a Real Estate Agent

Whether you're buying or selling, hiring an expert—someone who buys and sells real estate for a living—is well worth the money and peace of mind. Following are some reasons and guidelines for partnering with a real estate agent.

**Experience.** Transactions are more complicated and more rife with lawsuits than ever before, it's imperative to have an expert on your side. You need someone who can:

- evaluate the market, its players, and its quirks;
- tell you, as a buyer, what's available in your price range;
- tell you whether or not you're getting a fair deal;
- prepare your home to get the highest offer;
- help navigate selling one property and buying another;
- organize and facilitate transactions with all the relevant parties;
- provide you with advice and guidance on difficult issues;
- alert you to properties not available to the general public;
- anticipate and prevent problems; and
- serve as a resource for all your questions

**Perspective.** Real estate agents can help you, as a buyer, get clear about what your needs and wants are and focus your search so that you're not wasting time, energy, and emotions. You need someone who can:

- guide you toward clarity about what you're looking for;
- be honest with you about your expectations;
- let you know if what you want is available; and
- show you how to take a house and make it the home you want.

We believe that the best real estate agents:

- have been referred to you by someone who sings his or her praises;
- have been in the business full-time, in the same market, for at least five years;
- have worked on behalf of sellers and buyers in the past 12 months.
- build their business through referrals;
- establish long-term relationships with their clients;
- have references touting their hard work, sincerity, honesty, high ethical standards, and professionalism;
- have lived in the communities in which they sell property; and
- own at least their primary residence, if not more properties.

If you need a referral, please call us. We've been in this market for almost 10 years and know who does good business.

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