



## Finding The Best Real Estate Professional!

Finding the right real estate professional requires doing a little research and asking a few questions. You need to know everything about the selling process. What is the marketing strategy? What kind of advertising will be done? Is the realtor capable and willing to communicate effectively? Can the realtor effectively present and sell the less-noticeable assets of the property?

Real estate professionals also need to be knowledgeable about the community. They need to have a feel for the history of the area and the approximate price that people will be willing to pay. Also, real estate agents should know what the competition is and how much it will affect your sale.

**NEVER CHOOSE A REALTOR ON PRICE ALONE.** Remember that a realtor cannot magically raise the selling price of the house. Consider the buyer. The purchaser won't willingly pay too much either; it's most likely that he or she or their agent will do research on the market and try to find the best product for the best price. The facts simply cannot be changed, no matter which Realtor you select. In spite of these unchangeable factors, the Realtor you select must still be knowledgeable, diligent and trustworthy. Stay with the agent you know will do the best job of marketing your home for a general price that will maximize your selling price. Remember sometimes "less is more" when it comes to pricing.

If your property does not elicit attention within several weeks, the cause can most likely be attributed to one of these three factors: location, condition, and price. The location obviously cannot be changed. You should consider examining the conditioning of your property and re-evaluating the marketing strategy. Ask your realtor to offer an explanation of the competition and your pricing strategy.