

(Seller Article)

## Selecting the Best Listing Agent

Finding the right real estate professional to sell your home requires doing a little research and asking a few questions. What is their marketing strategy? Do they have a written marketing plan? How do they employ technology in marketing your property? What kind of advertising will be done? Is the REALTOR® a good communicator? What is their level of experience? Can the REALTOR® effectively present your property to buyers and other agents? Is the REALTOR® excited about your property? Finally, ask yourself whether this agent can represent you and your interests effectively.

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, the agent should know what the competition is and how much it will affect your sale. This knowledge will be reflected in a thorough market analysis (to request one, reply to this email - I'll take care of the rest).

When selling their home, most owners tend to overprice their property. NEVER choose a REALTOR® based simply on what they say your property is worth. Make the agent justify their price recommendation to you. Your goal is to maximize your price without enduring months of wasted time and house payments. The value of your home is determined by the market - not by what you paid for it, the amount of down payment, cost of improvements or the equity desired. The homeowner who over-improves their home when compared to other homes in the neighborhood, is not likely to recover their investment. Consider the purchaser; they won't willingly pay too much, and they or their buyers agent will research the market and try to find the best product for the best price. There is a balance to the market; Sellers push it, and it resists. Like myself, the agent you select should take pride in pushing the market to the limit, but within your time frame.

If your property is not attracting attention during the first few weeks on the market, the cause is most likely one of these three factors: location, condition, floorplan and/or price. The location and floorplan obviously cannot be changed. You should consider examining the conditioning of your property and reevaluating the marketing strategy. Ask your REALTOR® to offer an evaluation of the competition and your pricing strategy.

Selling your home requires teamwork. Contact me for a tryout; together we'll win!

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