

When selling your home, take the time to select the right Realtor

By J. Lennox Scott

When selling a home, there are five “rights” that every seller needs to know about to ensure a successful sale: house right, yard right, price right, marketing right and the right Realtor. This week I will discuss the importance of selecting the right Realtor.

Selling a home is an extremely detailed and complex process, so it’s critical that you work with a Realtor that is going to provide you with excellent service and support. Quality Realtors are trained professionals who listen to your needs and understand the market in which you are selling a home. They should also be experts in marketing, negotiation, transaction forms, and finance options, as well as have an understanding of technology and how it can enhance the marketing of your home.

When you select an agent to represent your home, it’s in your best interest to ensure that they are a designated Realtor. There are more than two million people in the United States who have earned their real estate licenses, however only about 1,000,000 are designated Realtors. Being a Realtor means that the agent is bound to a strong code of ethics and has extensive training in transaction management and community information. Realtors are often active members of community and political organizations, which provides them with a closer tie and better understanding of the area in which they represent real estate.

Some sellers question why they should hire a Realtor when they can represent themselves and save the cost of commission. With tools like the Internet it might appear as though selling a home at the right price is a relatively simple process, but the basic rule about real estate is that all transactions are unique. Just as homes differ, so do contract terms, financing options, inspection requirements, and closing costs. And in this maze of forms, financing, inspections, marketing, pricing, and negotiating, it makes sense to work with a real estate professional who understands the finer points of a real estate transaction. Buying and selling real estate is a complex matter; by working with a Realtor your best interests are protected by someone who is trained in the art of real estate negotiations, causing the entire experience to be more efficient and successful for all concerned.

When it comes to selecting a Realtor you have many choices. There are a number of highly skilled real estate professionals in any geographic area—the trick is finding the best person for your individual needs. Real estate is largely driven by relationships, which means that many Realtors are referred to new clients because of successful relationships they’ve formed with past clients. When a buyer or seller has a positive transaction, they are likely to share that information with those in their sphere of influence, such as friends, family, and co-workers. With that in mind, ask around for a referral; chances are someone you know has had a positive real estate experience and would love the opportunity to refer their Realtor to you.

If you’re not able to secure a Realtor through a referral you can also meet them at open houses or through local advertising and websites. In some cases, home sellers will want to interview multiple Realtors before selecting one professional with whom to work. Some things to consider are whether the agent works full or part time. As a general rule, full time agents are able to provide much more focus and attention to your transaction because they’re not time sharing their profession. You should also confirm that their license is current and in good standing with the National Association of Realtors. Your Realtor should also be a member of the Multiple Listing Service (MLS). It’s also helpful to ask prospective agents how they plan to represent you, such as

what marketing services they provide and what tools they will use to ensure that your real estate needs are fully met.

By taking the time to select the right Realtor you can feel confident that your best interests will be represented through the entire home selling process, enhancing the experience for all involved.

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