

THE **INFORMED** Home Buyer/Seller™

Helpful Advice for Making the Right Move

November 2007

Take A Close Look At Track Record

Why is one major league baseball player paid \$5,000,000 while another on the same team, wearing the same jersey, with the same qualifications and experience is paid only \$300,000?

The answer is, of course, track record. The player that hits the ball and makes the bases more often than most other players in the league, year after year, is considered the greatest asset to the team – and is therefore paid a significant premium.

Now, you don't have to be a baseball fan to understand how the importance of a track record applies to selling your home. A real estate agent with a track record of top performance is going to have a much greater chance of selling your home quickly and at the best price.

How do you determine the track record of a prospective real estate agent? **Ask.** Most reputable REALTORS® will share this information with you and many are, in fact, proud of their track records.

Here are some REALTOR® "stats" you should consider:

- The percentage of listings the REALTOR® actually sold.
- How quickly those homes sold. (Average number of days on the market.)
- The percentage of asking price those homes were sold for.

Keep in mind that, even in the hottest markets, not every home will sell for 100% of the asking price. So if the average for your neighborhood is 90% and the agent you're considering consistently sells for 95% of the asking price, then this performance is well above average.

Where do you find this information? Each local real estate board maintains these "market watch" statistics. Visit the board's Web address or call the board office.

Want to discuss how to sell your home more quickly and at the best price? Call today.

Putting the **FUN BACK** Into Moving Day

Moving into a new home should be an exciting experience. But, unfortunately, that's not typically the case. In fact, moving day is traditionally fraught with such misery that there is even a reality TV show about it!

Your real estate agent can help. He or she can assist you in finding the right movers, provide you with relocation tips, recommend contractors and other home professionals, and advise you on what to expect on closing day.

Some agents disappear after the deal is done. Make sure your agent is available to help make the transition into your new home a pleasant one.

Think, Act... Live!

"We are not animals. We are not a product of what has happened to us in our past. We have the power of choice."

Stephen Covey

"Using the power of decision gives you the capacity to get past any excuse to change any and every part of your life in an instant."

Anthony Robbins

"You can't change what you don't acknowledge."

Dr Phil