

# THE **INFORMED** Home Buyer/Seller™

## Helpful Advice for Making the Right Move

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### What *Should* You Expect From Your REALTOR®?

You probably know that a REALTOR® does more than just post a FOR SALE sign on your front lawn, or guide potential buyers through your home. But how much more? What exactly will a real estate agent do for you?

Taking the time upfront to understanding what you should expect from your agent will help to reduce misunderstandings, and make the selling process less mysterious and stressful. You'll be able to anticipate what's going to happen next, be prepared to ask the right questions along the way, and be aware of whether your REALTOR® is meeting expectations.

Typically, you should expect that a good real estate agent will:

- Explain the Listing Agreement to you. (This is your contract with the real estate firm.)
- Describe the home selling process, and answer all your questions and concerns.
- Prepare a realistic appraisal based on the expected market value of your home, by comparing it to similar property sales in your area.
- Provide you with advice on how to make your home more appealing to potential buyers, especially during showings and open houses.
- Create a comprehensive marketing plan to promote your home.
- Screen enquiries, schedule appointments, and show your home to potential buyers.
- Field offers from potential buyers, deal with counter-offers, and negotiate the best terms and selling price possible for your home.
- Help you throughout the entire selling process to make it as easy and stress-free as possible.

These services should be the minimum you expect from a good agent. The best agents will actually do more. They will be there for you in the weeks, months, and even years after the sale to make sure everything continues to go smoothly in your new home.

### Tips for Checking References

You have no doubt heard this tip before: Always check references before you hire a mover, lawyer, decorator, contractor, or other home professional.

But for some people, picking up the phone and calling strangers to ask for a reference can feel awkward or even intimidating. Here are a few tips that can help:

- Call in the early evenings. This is the most convenient time for most people.
- Explain that you are checking references and that the professional or company you are considering hiring suggested you call.
- Ask if this is a convenient time to speak.
- Ask if they were satisfied with the services.
- Ask if there were any surprises with the final bill.
- Ask if they have recommended that professional or company to their friends?
- Thank them for their time.

*Think, Act... Live!*

*"It's much easier for me to make major life, multi-million dollar decisions, than it is to decide on a carpet for my front porch. That's the truth."*  
Oprah Winfrey

*"One of the marks of excellent people is that they never compare themselves with others. They only compare themselves with themselves and with their past accomplishments and future potential."*  
Brian Tracy

*"I am aware that success is more than a good idea. It is timing too."*  
Anita Roddick