

# Real Estate *Matters*



*The* **BROKER  
CORNER**

*with*

**Jeff Hollansworth**  
RE/MAX  
of Hot Springs Village

# Do Your Homework

When choosing a Realtor and corresponding Agency to sell your house, a little homework could save you thousands of dollars and a lot of time. So says Jeff Hollansworth at RE/MAX of HSV and he ought to know. “Year-to-date, RE/MAX agents have sold, on average, 27 homes per agent. That compares to an average of 6 homes per agent from non RE/MAX agents.\* That’s an astounding statistic and clearly points to the importance of doing some homework before randomly selecting someone to represent the sale of one of your largest assets.

Like anything in life, the more you do something, the better you get. Whether it’s fishing, sewing, playing cards or a professional vocation. Real estate is no different. There’s a formula and a system that seems to work well, and when repeated, can make the difference between success and failure. “I analyze our ability to help people sell their homes,” said Hollansworth. “If you’re going to pay someone

to perform this task, it might as well be someone that can deliver results.”

And RE/MAX has delivered the results this year. Of the Top 10 home selling Realtors in HSV, RE/MAX has 8. And, when you look at the Top 20 home selling Realtors in the Village, RE/MAX has 15. “That is unheard of in any community,” remarked Hollansworth, “and it clearly speaks to the investment we’ve made in finding buyers for homes.”

Hollansworth contends that RE/MAX Realtors are successful in selling Village homes because of the enormous investment by the Agency and its agents. “I don’t know of anyone that spends the tens of thousands of dollars it takes to reach outside Arkansas to bring in buyers.

Judging from its 82% market share of sold HSV homes in November (by volume), it looks like RE/MAX is the clear choice if you want to sell your home in this market.