



**The Value in Our Realtors**.....there are many misconceptions about Realtors. After years in the business I have seen and heard many strategies in purchasing real estate. I see time after time the fallout of the choice to not use a Realtor. So many times it's not a choice, yet the consumer is simply not aware of how Realtors work and how we can truly benefit them.

First start by clarifying why hiring a Realtor is so critical to your largest investment for your family.

After years of working in this industry I have come to realize there are 99+ problems that can go wrong in a real estate transaction. A good Realtor with experience can predict problems ahead of time and take care of them so that they never impact their clients. It's a part of "representing" people. It's a unique job that requires strong work ethics and a true heart for our clients.

When a Realtor represents you, it means they put your interests above their own. They use their knowledge and experience to help in every way they can. One of the ways that Realtors help consumers is simply by the process. If a Realtor told you everything we do behind the scenes, you'd be exhausted listening to them. We do a lot of coordinating, communicating, investigating and planning. We can spend far more time working behind the scenes than the time we do working directly with our clients. We work to listen carefully to our clients and only interjecting when we feel we have useful information that might help.

A good Realtor will help make this a smooth process. They work to shield you from the internal drama involved with negotiations, inspections, mortgage issues, title issues and so on. For this reason alone many people do not know how well they are being "represented" because it's all taken care of for them.

I do understand not all Realtors are created equal and do a good job of "representing" their clients. As in many industries there are some wonderful Realtors out there and some maybe not so desirable Realtors. To know if you have the right Realtor for you think to yourself if you are experiencing these 4 benefits:

1. **Being Understood** - As a Realtor you should have an advocate who is putting themselves in your shoes. They are good listeners. They want as much information about your situation as possible so they know how to best help you. They will do everything they can to earn your respect and win you over so that you will use them again in the future.  
We understand every situation is unique. Each client will require special attention to make sure their needs are met and their expectations exceeded. If your Realtor understands you and your situation you'll be in great hands.
2. **Being protected** – When you begin the buying process it will be very easy to get distracted by less practical homes, homes out of your price range, homes that may create issues with the loan process. Our experience and knowledge can save you a lot of grief and frustration, and can also keep you grounded. We help to ensure all the details of the transaction are covered and taken care of for you – you will be more confident and empowered in the marketplace.

3. **Insider Knowledge**- If you've ever bought and sold a house before, then you are familiar with all the things you learned throughout this process. With each transaction creating new and different challenges imagine doing this over 50 times a year every year. Can you imagine the amount of knowledge you would acquire with each transaction? This is a benefit of having an experienced Realtor. They have insider knowledge from helping hundreds of home buyers and sellers. Knowledge in the transaction process, contract preparation, local real estate statistics are our most valuable assets to you. Understanding how to put a fair offer together to get the best deal is invaluable. Knowing how to negotiate specific details into a transaction is essential.
4. **Mediator Leverage** - Having someone "represent" you means that you can sit back and direct them as you choose during negotiations. It's much easier to make important real estate decisions when you don't have to deal with the stress and emotion of delivering the information. This is your negotiating leverage when you have a Realtor representing you. Your Realtor will be delivering all the details as you direct them to, using their experience to gain you the best outcome. They are your personal spokesperson for your negotiations and transaction details.

Realtors will also prepare you for the different scenarios that you might expect from the other party, based on your requests. As a home buyer, it's easy to get greedy and want the best price possible, along with other items in the property that belong to the sellers. As a seller, it's easy to give in and accept the first offer that comes out of pure exhaustion from the home selling process. A good Realtor will keep you grounded and help you understand your true negotiating position. They will help you to predict how the other party will respond to your requests. They will also package and deliver your requests in such a way that will yield the highest likelihood of being accepted. **It's a delicate balance that takes years to perfect.** Having the leverage of a good Realtor to mediate your transaction can save you thousands of dollars and some unnecessary lost sleep.

Realtor "representation" was created because people both needed and wanted the service. It will always be a service that people need, whether they know it, or not. Real estate is a tricky business that requires constant learning, serious dedication, and a true heart for the people we work with.

**Realtors are people just like you. We are happy beyond description when we have raving clients. We are wounded to the core when our clients do not feel like they are getting the best service or you do not choose our services.** We spend a lot of time thinking about consumer needs and how we can better serve them. We are also consumers ourselves and pay attention to business details everywhere we go. Many of us are pillars of the community, serving on local boards and helping to further our areas. Real estate is the most "local" industry that I can think of. It's all about our area and our city. Realtors who understand this usually collaborate well with each other and enjoy the challenge of this rewarding career. Hiring a good Realtor to "represent" your interests is the greatest resource you have to achieve your real estate goals.

**Now that you have learned how valuable a Realtor is to your investment process, give us a call today – We work heart and soul for our clients and look forward to hearing from you!**