



# Why it matters!

- Getting married
- Having a baby
- Buying a home



Said to be the three most important steps in your life!

If you are thinking about buying or selling a home, one of the most important steps you can take is identifying a great REALTOR®. A great REALTOR® will provide excellent service to ensure your sale or purchase is seamless, with limited stress and will achieve the best possible financial outcome for you. A great REALTOR® will have the full package of skillsets, and not just be a great salesperson or excellent schmoozer.

With such an important event in your life, taking the time to understand what really makes a great REALTOR® can save you thousands of dollars and so much more!

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**REAL ESTATE  
HOW TO GUIDE:**

Identify A Great  
REALTOR®  
In A Competitive  
Market



# DO I EVEN NEED A REAL ESTATE AGENT?

That depends: do you want to pay more money if you're buying or get less money if you're selling? Even as much as 20%?

A great REALTOR® has the knowledge, experience and talent to help not only negotiate the best price for your home, we can also guide you through the complexities of the transaction:

- Legal Pitfalls and Liabilities
- The Purchase Agreement which is now 8 PAGES!
- The constantly growing Disclosure Documents
- Inspections and Request for Repairs which is often in the thousands of dollars!

We help keep you focused on what is really important to you, during what is usually a very emotional time. We know the ins and outs and tricks of the trade that end up making a huge difference for you. We know how to avoid potential complications or deal with them when they come up. We help make sure there aren't any hidden and costly surprises. We keep everything running as smoothly as possible, taking the burden and stress off of you. And many of us offer additional services at no charge that ensure a seamless transition for you!

Bottom line, using an agent that is already committed to the seller (the listing agent) or attempting to do all of this on your own will end up costing you substantially more in time, stress and money!

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# 7 QUALITIES THAT ENSURE YOU HAVE A GREAT REALTOR!

**A REALTOR®:** All Real Estate Agents are not REALTOR®. REALTOR® means they are a member of the National Association of REALTOR® (as well as the state and local chapters) and are held to a very high standard of ethics.

**Productive:** The average agent has only three (3) transactions per year. At that level, they may not be in tune with the current market and methods of writing/reviewing offers. Productive agents understand how to avoid problems with loan processing, verify buyer's qualifications, and determining the value of a home. The last thing a seller needs is to have a deal fall through, which can often reduce the value of your home. On the buyer side, when you find the home you want, your agent and their ability has a direct impact on successfully acquiring your home.

**Full time and Focused?:** Many agents have out-side full or part time jobs. If they aren't focused on real estate, how can they be the expert you need?

**Honest and Up Front:** Some agents will tell you what you want to hear, in order to get your listing. They come back in a week or two and pressure you for a price reduction. A great REALTOR® will help you price it right when it first goes on the market, to appeal to the buyers' perception of value which will encourage them to write a strong offer quickly. As a buyer, your Realtor needs to keep you focused on what is important to you and not push you to buy something that isn't right for you.

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**A Strong Negotiator:** This can make a huge difference in how much you ultimately pay or receive. A key sign is how easily they give in on negotiations with you. A great REALTOR® understands the substantial benefits of appropriately pricing a home. If you can easily talk them into listing for more than they recommend, or if they give up some of their commission easily, it is a sign that they aren't a strong negotiator. In some cases, the difference can be as much as 20%!

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**Demonstrated Marketing Ability:** Whether selling or buying, your Realtor must know how to present your home to the market or represent you as buyers in the best light. The difference this can make is huge! Ask your Realtor to demonstrate their past marketing ability or, better yet, Google them! Check to make sure their grammar is correct, their correspondence is well written and their photos are professional and actual. If the photos look better or worse than the actual home, there will be a negative impact on potential buyers, which will undoubtedly impact how much you get for your home. As a buyer, you need to put your best foot forward and the way your Realtor represents you must support that!

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**Focused on Your Needs:** You need to be comfortable with your agent and you need to be sure they understand what really matters to you. You don't want to be just another paycheck. If they aren't asking the questions that will help them understand your goals, you should probably keep looking!

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