

# Finding the Realtor of Your Dreams!

Finding a good Realtor is arguably the most difficult aspect of home-buying. It can be difficult to tell whether or not they have your best interest or if they're just trying to make a quick sale. Unfortunately, that's just the name of the game, but we've got you covered. Let this be your guide to finding the perfect Realtor for your home-buying or selling needs!

## 1. Understand What a Realtor Can Do For You

- Research the exact roles and responsibilities of a realtor so you know what to expect. Ex. realtor vs real estate agent: the primary difference is that a realtor is a real estate agent who is also a member of the National Association of REALTORS (NAR).
- Learn about the housing market and key skills, such as negotiation and communication. This way, you'll be able to follow along when a potential Realtor is talking about the various aspects of home-buying and selling.
- Manage your expectations and clarify your home-buying goals appropriately. Realtors aren't mind readers!

## 2. Assess Their Experience and Expertise

- If you think you've found a good Realtor, start by inquiring about their years of experience and market expertise.
- Look into their reputation, such as referrals, testimonials, etc. You can typically find reviews on their company website, personal business website, and even Google Business Reviews.
- Make sure they have a proven history of successful transactions. While a newbie Realtor isn't exactly *bad*, it's important to work with someone who you know can get you what you want.

## 3. Set Expectations For Communication

- Effective communication is key to home-buying and selling. Talk about your expectations upfront regarding communication. Be clear about your preferences for communications in addition to communication methods and response times.
- Make sure your potential Realtor likes to take a proactive approach to keeping you informed each step of the way.

## 4. Vet Them For Their Local Market Knowledge

- Find out how well your potential Realtor understands the local market by asking them for an example.

- Inquire about what the recent transactions in the area looked like over the past few years.
- Ask them about the current market conditions and listen to how they explain it. If they can explain it in a way that's thorough but easy for you to understand, then they know their stuff. Of course, if you don't understand, don't be afraid to ask for clarification!

## 5. Make Sure They Take a Client-Centric Approach

- A good Realtor is a professional who will actively listen to your needs and preferences. They'll address your concerns as they arise to help you from becoming anxious.
- They will ask thoughtful questions to get to know you and what you're looking for in a home or seller better. This is how they'll tailor their entire approach to fit your unique home-buying or selling goals.

## 6. Check Out Their Negotiation Skills

- Take the time to talk about your potential Realtor's negotiation style. You want to make sure they have a good strategy that will get you the price or offer you're looking for.
- Inquire about their track record regarding negotiating prices successfully. This will help you verify how well their strategy works.
- Take note of their confidence in answering your questions and describing their transaction history. A confident Realtor can make or break negotiations!

## 7. Prioritize Transparency and Integrity

- Look for professional affiliations. Professional affiliations will let you know whether or not a realtor is actually part of a recognized organization.
- Make sure they hold ethical standards for conducting real estate business.
- Review their testimonials to see what other clients have to say and how they've corrected any mistakes.

## 8. Make Sure They're Tech Savvy

- Ask about their use of technology and current marketing strategy.
- Make sure they have a sufficient and active online presence.

Finding a good Realtor who is ethical, reputable, and keeps your best interests in mind is paramount. If you're looking for transparency and a realtor that will help you achieve your real estate goals, our team of real estate professionals is here for you!



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