

# *Selling or Buying?*

## YOU NEED A REAL ESTATE PROFESSIONAL

**THE REAL ESTATE MARKET IS A PLACE WHERE** most people make their largest investment ever. Whether selling or buying, you need a full time, well educated, ethical and trustworthy professional to represent you.

### **Process**

There are about 180 typical actions, research steps, procedures, processes and review stages in a successful residential real estate transaction. This means that if you choose to do it on your own, you are going to have to do all 180 things yourself. If there is a misstep in the process, you sacrifice a successful purchase/sale.

### **Pricing**

Perhaps the single most important aspect of the transaction is pricing. As a seller you want to list your property at the right price so you can sell for as much as possible but don't price it so high that no buyers make an offer.

If you are the buyer, you want to know how much to offer. Now multiple offer situations are happening more frequently and if a buyer offers too low, they can either be rejected completely by the seller or they can cause the negotiation to take too long thus allowing time for a competing bid to come in... allowing the seller to be in the driver's seat.

### **Negotiation**

A negotiation for the purchase/sale of an asset as large as a piece of real estate can be a very confrontational interaction. We act as your partner, and the buffer between parties who are in the midst of a very emotional and high-level financial transaction. We are experienced in all aspects of the negotiation process and are bound legally to do only what is in the best interest of our client.

### **Paperwork**

We are trained and educated on contracts, which are constantly changing, so we can advise you during the process. We also have an extensive network of affiliates; we can refer you to a real estate attorney to represent you on all legal matters involved in the process.

### **Teacher**

As your Real Estate Professional, we are here to educate you about the conditions impacting today's market. All real estate is local and as your real estate professional - your local market leaders - we know the market conditions that affect you. Like any good teacher would we make sure you understand all that is going on around you.

**WE ARE THE EXPERTS BY YOUR SIDE**

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