

# Choosing Your Listing Agent



## My ideal real estate agent:

- |  |   |
|--|---|
| <input type="checkbox"/> Gives me undivided attention      | <input type="checkbox"/> Brings buyers for my current home      |
| <input type="checkbox"/> Understands and respects my needs | <input type="checkbox"/> Gives me breathing room                |
| <input type="checkbox"/> Knows the market                  | <input type="checkbox"/> Is a real pro at the negotiating table |
| <input type="checkbox"/> Works hard to find my dream home  | <input type="checkbox"/> Has GREAT connections                  |

Based upon a national consumer survey published by the National Association of REALTORS®

## What separates the best agents from average agents?

Are you confused about how to choose an agent? Why not use the same criteria that REALTORS use to select one outstanding agent for the honor of "Distinguished Sales Associate of the Year":

### Philosophy and personal qualities:

Is the agent genuinely concerned with helping you achieve your goals and dreams? Are you instinctively comfortable with her approach to this important milestone in your family's life? Does she make you feel like you're important, or does she pass you off to a novice or assistant agent? Are you confident that she understands and respects your wants and needs? Will she adjust her schedule to accommodate yours?

### Professional knowledge:

What type of real estate license does the agent hold -Broker? Associate Broker? Or just a Salesperson's license? How about professional designations such as GRI or CRS? Can she clearly explain the complex forms, formulas, financial considerations and liabilities that you will face as a home seller or buyer? Is she a master of detail who won't let anything slip between the cracks? Is she a strong negotiator who will advocate tirelessly for you?

### Business accomplishments:

What is the agent's record of obtaining results for her clients? Will she provide you with names and contact information for home sellers and buyers she helped in the past? Have her peers recognized her business accomplishments?

### Integrity:

What is the agent's professional reputation? Ask if she's ever been involved in a complaint by a consumer or other agent to the Association of REALTORS®. Is this someone you would feel

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comfortable referring to a loved one or friend? Are you satisfied that YOUR interests will always be her primary goal?

## **Community involvement:**

Does the agent really care about other people, or is that just a sales pitch? You can determine this by asking about her volunteer activity in her community.

## **Industry leadership:**

Does the agent serve on professional committees of the local or state Association of REALTORS®? If so, what is her role? This is a good indicator of any agent's professionalism.

These are the same criteria used by Local, State and National REALTOR® Associations to select just one agent annually as Distinguished Sales Associate of the Year. In 1992, the Anne Arundel County Association of REALTORS® selected Margaret for this honor. Shouldn't you insist on these same qualities in the agent you choose to advise you and advocate on your behalf? After all, real estate is one of the biggest investments you'll make in your lifetime – both financially and personally.

What separates the *best* agents from average agents?  
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