

What to Look for in an Agent

Once you've made the decision to sell your home, your next step is one of your most important: finding a real estate professional to market your property and get it sold fast, and for top dollar. A good agent will help you avoid pitfalls, help you get the most out of your home, and bring order to the entire buying process.

Realtors are licensed professionals who adhere to the National Association of Realtors (NAR) Code of Ethics. Those belonging to the NAR receive continuing education and are up on the latest trends, making them well-prepared to offer you the most advanced real estate advice. Your agent will provide you a variety of tools and assistance to streamline your selling experience.

One of the things to look for in an agent is their reputation and standing in the community. Realtors know (and are known) favorably in their territories. Know which questions to ask an agent before entering into a relationship.

An Eliason Realty seller's agent actively approaches the selling process with enthusiasm, experience and patience. Look for an agent who will:

- Research comparable properties to determine a fair price and terms.
- Help you prepare your home for sale.
- Work on your behalf to sell your home.
- Create a comprehensive, innovative marketing plan for your home – making sure that all potential buyers are exposed to it.
- Use the Internet to meet the ever-increasing demands of today's online buyers.
- Prepare all the paperwork involved in the sale of your home, including disclosure documents.
- Negotiate for the price, terms and conditions that are agreeable to you.

Finally, remember to employ an agent with whom you have a professional relationship. Knowing you're in capable, trusting hands will let you enjoy the sale of your home, not agonize over it.



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