

# Real Estate News



November 2010

## Real Estate Success

### Good Agents Add Great Value

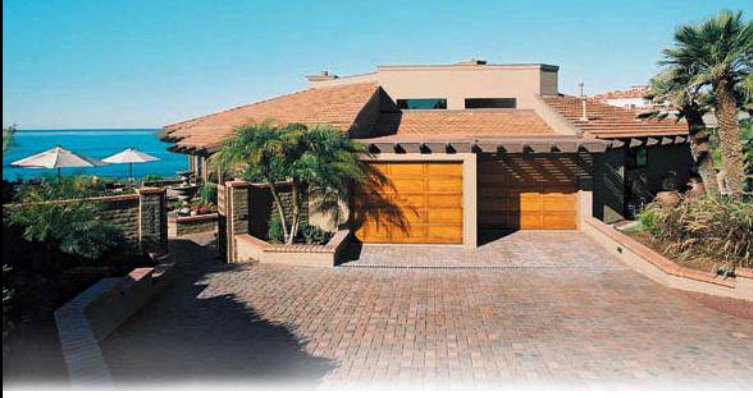


Some clients see a real estate agent's job is to help find the right property for the buyer, or a good buyer for a seller. While that's something I'm good at, once an offer is made, the majority of the value I add for my clients is still ahead.

In today's market, buyers are understandably nervous and demanding. Sellers are motivated yet uncertain, and initial price expectations can be far apart. Finding win-win solutions that meet both parties' needs takes good listening, negotiation skills, deep market knowledge, and credibility with other agents.

For sellers, setting the right listing price is important to getting the best value. Their goal is to get competing offers, enabling the seller to obtain good price and terms - the ingredients of a good sale.

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Purchase agreements include many contingencies of various types, such as buyer's financing, sale of other home, or inspection of property condition. Timing issues can be tricky, as nobody wants to move more than once or commit any earlier than they have to. Choosing the right escrow and title companies can sometimes make the difference between a quick, satisfying close and a drawn out failure to sell. I know which are responsive and easy to work with, offering ways around the many road blocks that naturally arise.



[Contact me](#) to share your real estate goals, and give me an opportunity to help you with your winning solution. I'm ready to support you as you move - confidentially, and with confidence.