



Top 10 Things Most Experienced REALTORS® Can Help You With

Lindsey Smith, CIR REALTY Professional Development Manager



#1 NEGOTIATING.

Although negotiation is something that can be taught, there is only one real path to mastering the skill of negotiation and that is through experience. As an experienced REALTOR®, I have been in many negotiating situations and circumstances and this will benefit you in pursuing your real estate goals.

#2 UNDERSTANDING AND KNOWING THE CONSUMER.

For someone new to the real estate business, and especially sales, not having the ability to read or understand what the consumer may be objecting to might stop the closing of a sale. The real estate professional, who has experience, understanding, and the ability to read human behavior and personality styles, is an asset you want on your team.

#3 REPEAT BUSINESS.

Unfortunately, new real estate associates do not have their client database built up. The experienced real estate associate generally has many contacts and resources that they can rely on to successfully bring your deal to a close.

#4 KNOWING THE MARKET.

Experienced REALTORS® tend to have a better feel for knowing the market, where prices should be on properties in different areas/segments, and can advise with an educated eye.

#5 HELPING TO AVOID LEGAL PITFALLS.

Unfortunately, many new associates have not had the experience of negotiating a lot of real estate deals. Some REALTORS® may not even understand that when two offers come in at the same time, it can be a dangerous and tricky situation where

the associate has to protect the seller from accepting both contracts. An experienced REALTOR® will know how to structure a single counter offer/acceptance, or how to accept one and accept the other as a backup, when multiple offers are received.

#6
EXPERIENCED
ASSOCIATES HAVE
MORE STRATEGIC
ALLIANCES WITH
OTHERS, WHO
WILL BE WORKING
ON YOUR BEHALF
DURING THE CLOSING
PROCESS.

A good, experienced REALTOR®, who has been around for several years, has probably built up a good rapport with many different service providers, from home inspectors to lawyers.

#7
EXPERIENCED
REALTORS® USUALLY
ENCOUNTER CERTAIN
SITUATIONS AND ARE
FAMILIAR WITH HOW
TO BE RESOURCEFUL
AND “SOLVE” SUCH
PROBLEMS WHEN
THEY ARISE.

A good, experienced REALTOR®, who has been around for several years, has probably built up a good rapport with many different service providers, from home inspectors to lawyers.

#8
STABILITY!

Most experienced REALTORS® have a stability that you can count on while your property is listed, and while a deal is being negotiated.

#9
MARKETING POWER.

An experienced real estate associate will normally have the marketing power and resources to effectively promote your property. Relying on someone who knows where, and how, to market your real estate property is essential for positive results.

#10
PROVEN TRACK
RECORD!

Most experienced REALTORS® have a proven track record that shows when it comes to selling real estate; they can get the job done!