WHAT DOES A REALTOR® "REALLY" DO?

REALTORS® wear many hats in the course of their business. Some roles they fill are those of: researcher, educator, advisor, organizer, investigator, problem solver, stabilizer, learner, collaborator, mentor, marketer, negotiator and advocate (to name a few).

BEFORE THE LISTING



- Pull tax records, plat and deed, investigate deed restrictions, easements, covenants, and any inconsistencies found in records
- Research & analyze comparable home sales
- Research buying trends, interest rates and evaluate current market & absorbtion rates



WORKING WITH SELLERS



- Evaluate home condition, help seller establish list price
- Make staging suggestions to help property show well
- Explain sale process and answer questions, prepare listing paperwork
- Explain disclosures & ensure they are completed correctly
- Market property - photos, MLS, websites, social media, signs, open house, mailers & more
- Coordinate showings
- Help seller evaluate offers and suggest negotiation strategies
- Complete contract and send to appropriate parties
- Help seller navigate any hurdles that arise all the way through closing

WORKING WITH BUYERS

- Help buyers find lenders, insurance providers, home inspectors
- Research and suggest homes that meet buyers criteria
- Show homes / property
- Help buyers write and negotiate offers
- Help buyers handle challenges & rejection
- Guide buyers through home inspection and requesting repairs
- Stay on top of all contingency dates
- Collaborate wtih lender for status updates and appraisal information
- Help buyers plan for closing (costs, logistics, emotions)
- Attend final walk through and be sure all negotiated items are addressed
- Attend closing with buyers and finally celebrate!



BEYOND THE TRANSACTION

- Continuing education / professional development
- Learning new products & staying on top of market trends
- Community involvement
- Attend government meetings and advocate for clients
- Build customer pipeline & follow up with past customers
- Curate social media / online presence / print marketing
- Develop & nurture relationships with trusted advisors (lenders, appraisers, home inspectors, surveyors, insurance providers)



Check out this great video about why "God Made a Realtor"

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