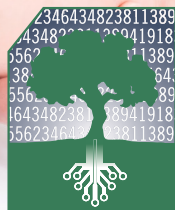




10 STEPS TO
**CHOOSING
THE RIGHT
REALTOR**
TO SELL YOUR HOME



Scott Smolen

Rooted In Tradition. Focused On the Future.

If you're looking to sell your home, it's likely you've already read about which parts of your home should be updated (yes, kitchen and bath) and how to stage your home for buyers (yes, you should remove personal items so that prospective buyers can imagine their possessions on the fireplace mantle).

Equally important is choosing the right Realtor to get the job done. You want a quick sale, the home to be priced and sold for what it's worth, and to be able to walk away feeling good about selling what is likely your most valuable asset. Chances are you may have asked friends or neighbors for Realtor recommendations, but how do you know which one to choose?

Since roughly 10% of the agents in your area do 90% of the business, it's important to select a Realtor who:

- 1. ADVERTISES.** If you're hiring a Realtor with a great track record, chances are they have a solid network and a marketing budget. Your home may be located on a street with heavy traffic and high visibility – and that's great – but you will need a Realtor with an up to date website that renders well on mobile devices, along with a presence on consumer websites like Zillow, Trulia and Realtor.com. A Realtor who stays current with modern technology for maximum exposure is key.
- 2. KNOWS YOUR NEIGHBORHOOD.** Whether you're in a neighborhood where homes sell quickly or in a hard-to-sell area, hiring an agent who lives or sells homes in your neighborhood means they may know buyers who are looking for homes like yours.
- 3. IS A FULL-TIME REALTOR.** Working in real estate means studying the market daily and being available to show your home to prospective buyers when they're ready to look. Someone who's in real estate part-time may not have their full attention where it needs to be: selling your home.
- 4. IS A GREAT NEGOTIATOR.** Of course, you want to get as much as you can for your home. Make sure you have a Realtor who's in your corner when it comes to negotiating the closing price of your home. Be sure before you accept a counter-offer from a prospective buyer that you feel confident it's the right price for you.

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- 5.** **HAS EXPERIENCE SELLING YOUR TYPE OF PROPERTY.** If you're looking to sell your condo or vacation home, make sure your Realtor has experience in that specialty. Likewise, if your property has potential to sell for \$300,000 you will want a Realtor who works with other homes in that price range. Selecting a Realtor who typically sells homes in the \$1mill + range means you're not likely to be a high priority for them.
- 6.** **DOES NOT GUARANTEE THEY'LL GET YOU AN UNREALISTIC SELLING PRICE.** No one can honestly tell you how much they can get for your home. They can provide you a list of comparable sales, pending sales in your area, and what the competition looks like on the current market. Don't be fooled by an agent who twists the truth to get your sale. A reputable agent will give you a range of comparable homes.
- 7.** **CAN'T PROVIDE REFERENCES.** Ask for a list of clients the agent has sold homes for from the last two years. Choose randomly from that list and contact for references. If an agent is unwilling to do this, you may want another choice.
- 8.** **HAS EXPERIENCE.** There are some newbies out there who have promising potential as Realtors (and we've all been beginners at one point). Find a Realtor with many years in service and a solid track record of successful sales.
- 9.** **IS A SOLID COMMUNICATOR.** Not being able to contact your Realtor can be frustrating, so be sure to find someone who returns calls or emails from your initial engagement. Their availability and flexibility is key to selling your home.
- 10.** **PRICES YOUR HOME RIGHT.** Pricing your home is part science, part art. Priced too high? You risk not getting many showings. Buyers may pass up your home and you risk lowering the price, keeping your home on the market longer. Prospective buyers may wonder if there is something wrong with your home.



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Before selecting the right agent for you, listen to your gut. If something doesn't feel right, continue looking. Such an important transaction requires you trust your Realtor, have open communication, and not feel pressured at any time in the process.

Looking to sell your home in Anne Arundel County or the surrounding area? Consider Scott Smolen, serving all your real estate needs on both sides of the Chesapeake Bay Bridge.

LET'S SELL YOUR HOME.

Contact Scott Smolen at (301) 651.1261 or SBSmolen@gmail.com today.

READY TO SELL YOUR HOME?

Simply call 301-651-1261 to claim your **FREE** professional consultation.