

FRED AND ANNETTE REYNOLDS

Your Team For Results



What Makes a Good Real Estate Agent?

How many real estate agents are there? I usually tell folks that there are at least half a bazillion, or so it seems. Most are good. A few are really bad. And a few are exceptional. And Fred and I work hard to be considered exceptional by those who work with us. So the question arises, what makes an exceptional agent?

1. **S/he listens to you.**

If your budget calls for spending no more than \$350,000 for a home, you're not getting listings priced at \$500,000. If you want to live on the North Shore, you're not getting listings for Dedham. And if you have 3 children, you're not looking at 2 bedroom condos.

2. **S/he dots the i's and crosses the t's.**

There are a lot of required forms and disclosures that are required by law. As with many forms, they seem to have little meaning or impact unless there is a disagreement. But they are required. And if the agent is doing a good job, the purpose of each form and piece of paper is explained to you so that you can make an informed decision about whether or not to sign it.

Every document you are required to sign is reviewed by your agent. Yes, the attorneys will draw up the Purchase and Sale Agreement. But your agent should also read through it, to assure that all the verbal assurances were captured.

3. **S/he knows the market.**

This shows itself in a number of ways. Whether you are buying or selling your home, you deserve a current market analysis. This helps you determine what offer to make or accept that is realistic in today's marketplace. The market is changing rapidly, and house values should be looked at on at least a monthly basis. You should also be able to find out about general trends. The national figures you hear on the news probably don't apply to eastern Massachusetts. or do they? Your agent should be able to tell you, with figures that are changing every day.

4. **S/he is available to you and to potential buyers and sellers.**

One of the most frustrating things for me when helping buyers is difficulty in arranging showings of homes they are interested in. Frankly, if I cannot get in touch with an agent, or if the seller doesn't want to show the home on weekends, they are not serious about selling the home. I appreciate the agents who are flexible and accommodating, and I try to be the same.

On the flip side, if Fred and I are unavailable, we make arrangements with another agent from our office to be available to help our clients. One of the best things about working as a team is the ability to back each other up. And one of the best things about working in our office is the support of all the other agents.

5. **S/he is a source of referrals to those who can help you.**

One of the first questions we ask buyers is if they have a pre-approval letter. We know good mortgage people who can help you. Do you know a good real estate attorney? We know several who can make the transaction as smooth as possible for you. And we know that just being an attorney enables a person to handle a closing, but working with those who specialize in this area

will minimize problems that invariably arise. And we know home inspectors, handymen, radon mitigation specialists, electricians, plumbers, moving companies, etc.

6. S/he understands the process, and what can go wrong and how to make it right again.

When we first started in the real estate business, we thought the objective was to have an accepted offer to purchase. Then our boss said, "Congratulations! You're about a third of the way there." What he meant was that there is much to be done between an accepted offer and final settlement. We know what steps must be accomplished. More importantly, we work with all parties involved to assure that matters are proceeding well. We work to assure that closing occurs when it is scheduled with everything done properly. We'll do whatever is necessary to make it happen, even if it means cancelling other things to pick up necessary papers from one party and delivering them to the attorney.

We have an excellent brochure entitled "*A Guide to Buying a Home in Massachusetts*" that does a masterful job of describing the process of buying a home. Let us know if you would like a copy.

7. S/he works to solve problems.

Sometimes this means decluttering the kitchen just before an open house. Or waiting at your home for the fire inspector. Sometimes this means confirming appointments and being flexible when things don't work out as planned. We do what is necessary to make things happen the way they should.

8. S/he has a lot common sense!

Never underestimate the importance of common sense. This shows itself in a number of different ways. If a seller is asking \$300,000 for their home, and their mortgage is \$280,000, your agent should let you know that unless the seller receives an offer close to asking price, the process will become quite complex. And yes, your agent should be checking out this type of information and use it to help you make the best decision for yourself.

When Fred and I first started with Century 21, we were asked to learn the reasons why somebody should work with us:

1. We know our business.
2. We know how and where to find buyers and sellers.
3. We know how to make things happen.
4. We know how to negotiate a contract that can close.
5. We know how to manage a transaction so that it will close.
6. We know real estate law, practices and principles.
7. We are full time real estate professionals.
8. We back our work with a written guarantee.

This list is a minimum. We try to go above and beyond.

Questions? Concerns? Just call or write.

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