

# Finding an Agent for Your Sale

By ANNA CHANG-YEN | Green Shoot Media

Selling a home is an enormous life event that can mean big changes for you and your family. That's why it's important to choose the right agent to handle the job.

You should interview three to five agents before making this major decision.

If you don't already have a trusted agent, it can be hard to know where to start looking. The best resource is friends and family members who have bought or sold homes in your area.

## EXPERIENCE

The ultimate score would be a highly recommended professional with experience selling homes similar to yours. In the real estate industry, experience can mean the difference between seeing your profits deposited into your account within a matter of weeks and tapping your foot while the For Sale sign hangs stubbornly in the yard for months on end.

Not all homes are the same, and neither are real estate agents. Are you parting with your gem in the heart of the historic district? An agent who knows how to market a piece of history will help ensure your home doesn't linger on the market. If you're looking to unload a condo that will struggle to stand out from the



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If you've fallen in love with a home that seems overpriced, your agent can help you navigate the tricky situation.

crowd, you'll need an agent with experience making seemingly cookie-cutter units sparkle.

## LOCATION, LOCATION, LOCATION

As with all things real estate, you must think hyper-local. Does the agent have experience selling homes in your area? Can she

spout off street names or subdivisions from memory? Have you seen her sign on multiple yards in your neighborhood? Because real estate markets can seem to vary from block to block, having an agent who knows the ins and outs of your particular area is invaluable. She can tell buyers about the new school that will be built next fall or the expir-

ing property tax assessment that will lower tax bills next year. This nuanced knowledge can bring offers to the table.

## CREDENTIALS

Knowing the difference between the different types of real estate professionals can help you make a better decision about who to hire. A real

## REAL ESTATE 101

### Find a Pro

The National Association of Realtors offers a search tool to help locate Realtors across the U.S. To search for a Realtor in your area, visit <http://bit.ly/1RyfWck>.

estate agent has passed the state's requirements to represent clients in real estate transactions. He normally works under a broker, who has a higher level of education and has passed more stringent testing. The term Realtor is used to refer to members of the National Association of Realtors, who agree to abide by the Association's strict code of ethics.

## THE LIKABILITY FACTOR

Another important consideration is how much you like the agent.

Keep in mind that you will be working closely with this person for at least a few months, and she may even become your go-to real estate service provider for years to come. So don't discount the benefits of feeling a little bit of warm fuzzies.





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Choose your real estate agent carefully. A personal recommendation can be the best place to start, so begin by asking friends and family members for their advice.

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### HOMESWISE GLOSSARY

**Housing stock:** the number of existing housing units based on data compiled by the United States Bureau of the Census and referable to the same point or period in time.

**Density:** the average number of dwelling units or persons per gross acre of land, usually expressed in units per acre, excluding any area of a street bordering the outside perimeter of a development site.

**SOURCE:** U.S. Department of Housing and Urban Development

# AD SPACE