

## How Will You Choose a REALTOR?

With hundreds in the Corridor market, you certainly have options when it comes to choosing a REALTOR. Picking one to represent you and your property is not a decision to take lightly, yet many people make this decision based on strange criteria. In this article we will briefly scratch the surface of what questions to ask, what should you consider and how best to find the perfect person and firm to help you through this increasingly complex process.

What is most important to you when it comes to selecting a REALTOR? Is it years in the business, experience; a recommendation from a friend; a specific name you feel others will recognize; a specific company or brokerage you feel you can trust or has a great reputation; where the REALTOR lives perhaps; or are you basing your choice on a personal relationship you have had for years. An argument can be made for each of these approaches, but be careful and choosy.

Having been in professional sales and service for almost 20 years, I have witnessed several critical aspects to choosing a REALTOR people are not always considering. You are hiring a person and a broker to represent you in the sale of, what is typically, your most valuable asset. First of all, make certain the "person" is someone you feel comfortable with. Not every REALTOR is a perfect fit for every client. Interview them as you would anyone to whom you are entrusting a high value item. A good REALTOR will also interview you. Make sure your motivations are in line with your REALTORS and you are on the same page from the very start, this will help as you face the challenges of marketing and selling your property. Selling a home is a team sport and your REALTOR needs you to be a part of the team. They should know if they can work with you as well. Ask yourself, "What is this person doing above and beyond to better market my property?" Simply listing your property is not enough. Pay special attention to...

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City Revealed readers... continue the second half of this article here...

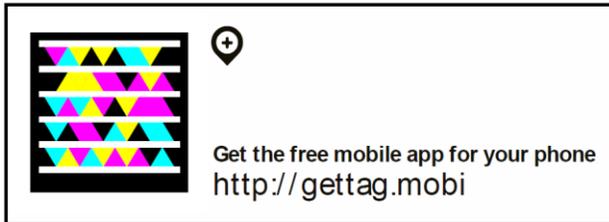
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what questions they ask you? Are they interested in your opinions, do they want to know what is motivating you? If they aren't asking you the right questions, you may want to...continue your search. At the same time, know that a good REALTOR will know when to cut a client lose and graciously walk away from a deal. REALTORS have a keen sense for trouble clients who are going to be difficult to work with. If your REALTOR knows you lack motivation to sell your home... or you aren't working with them or listening to their advice, they may not work as hard for you as you want them too.

Will your REALTOR have your home open for you, will they host a REALTOR open, do they have a plan or strategy they can demonstrate for you? Are they going to feature your home on various websites they market through? What type of information will they make available in the home, what technologies are they leveraging to market and sell your property? Are they working with you on staging ideas, are they providing you with advice on what you should and shouldn't do? How are they communicating with you throughout the process? Has your REALTOR provided you with strong statistical data which demonstrates they truly have a finger on the pulse of our market? If not, you should keep interviewing until you find the aggressive, hungry REALTOR who is perfecting their A game and is going to work their

tail off for you. Experience is critical, but you also want a team working on your behalf that has the appropriate balance.

At VB&S we have combine over 50+ years of sales and marketing experience and have leveraged the full power of the strongest real estate company in our market, **Skogman Realty**. This effective combination, along with current technology and a customized approach for each client separates us from our competition. Sue brings over 30 years of experience in the Cedar Rapids market and I bring a technical and straight forward approach to marketing that will serve you well. There are hundreds of tools to choose from, the key is finding the right ones for you. Let us know when we can start working for you!



Sue Byers and Jason Vestweber are licensed REALTORS in the state of Iowa.

Call VB&S at Skogman Realty when it's time to list your property: (319)-**521-1234**

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