

# **THE RELIABLE REAL ESTATE BROKER**



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# Table Of Contents

Foreword

Chapter 1:

***How A Realtor Can Help You.***

Chapter 2:

***What Services Is Your Realtor Offering***

Chapter 3:

***Which Realtor Is Right For You***

Chapter 4:

***Choosing A Trusted Realtor***

Chapter 5:

***Lookout For Scam Realtors***

Chapter 6:

***How To Protect Yourself From Sneaky Realtors***

# **Foreword**

Marketing a piece of property can be done by anyone, but doing it well and successfully will mean having the help of a realtor. These people are specifically trained to handle property issues and thus have all the tools that can help. Get all the info you need here.

## ***The Reliable Real Estate Broker***

# Chapter 1:

## *How A Realtor Can Help You*

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The following are some of the reasons why it would be important to consider the services of a realtor:

Most realtors are able to provide up to date information as they are very involved in the market research part of their business. They would be privy to all the latest listings and the corresponding prices of the properties.

Without the services of a realtor there is a very real likelihood that the individual will often lose out on great deals simply because they were not privy to the information. However, this is unlikely to happen when a realtor is engaged.

Any information pertaining to the property market processes will be part of their expertise and as such they would be able to make the necessary presentations and pitches to hike up the interest in the property featured.

If the services of a realtor are engaged, then being able to get information that is tailored to be of use to the client will be evident. This is because the realtor will naturally want to have the client's best interests as the deciding point in all probable transactions. Based on the fees they normally receive, the realtor

will more than likely go all out to make a pleasing effect on the client in the hope of eventually closing a deal.

A realtor will also be able to provide the client with important tips on how to make the property sellable. This may include minor touch up exercises or a tidying exercise to make the property more attractive and attention grabbing.

Keeping pets and children away when there is a visit from potential customers is another piece of advice that will enhance the positive possibility of making the deal.

# Chapter 2:

## *What Services Is Your Realtor Offering*

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Ideally there are several different services that a realtor will offer to the client. Most of these services are quite comprehensive and definitely worth the fees that are charged.

The following are some of the services usually extended to the client when the services of a realtor are engaged:

One of the more important aspects of the realtor's service is to provide the client with valuable advice on how to make the property as sellable as possible. Giving the client tips and pointing out things that should be addressed is something that is quite a common service to extend. Points that are likely to be noticed by customers, is something the realtor will be experienced enough to identify.

Within the services of a realtor, there is also the benefit of being able to ask and have answered all questions and concerns on anything regarding the property. Both from a legal point of view and from a technical point of view, a good realtor is able to give profound advice to the client.

Most realtors are also able to help the client find the necessary assistance to address any problems regarding the overall physical conditions of the property. Having all the necessary contact that are



usually needed for both major and minor jobs on the property is something to be expected as part of the services of a realtor.

Realtors are also expected to help draw up all the legal documents that may be required during any transaction that may take place. The relevant payments and legal notations will also be handled by the realtor, thus leaving the client with relatively little else, but to just literally, sign on the dotted line. Some realtors are also able to extend information on financing availability and the various payments that should be considered if the client is considering to make an offer.

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# **Chapter 3:**

## ***Which Realtor Is Right for You***

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Most realtors are engaged based on their recommendations from friends, family and some media tools where the realtor advertises his or her services. For the more discerning individual, hiring just anyone will not be a suitable solution for them, thus the need to be able to identify the best suited realtor for the individual's interests is essential.

The following are some of the points to look into when trying to identify the realtor who will best suit the interests of the client:

The purchasing of a property or the selling of one is probably the most important decision a person will ever have to make, having the services of a reliable realtor at hand will be most beneficial. The sheer enormity that financing effects have on this type of transaction requires the careful consideration of those involved.

A good realtor is able to listen carefully to the wants and needs of the client and then work according to this information. Using the information provided by the client, the realtor should be able to produce results according to what has been expressed and is expected.

Failing to seriously take into consideration what the client desires will cause a lot of miscommunication and waste of effort and time.

Ensuring the honesty of the realtor is also something to consider when making the choice for a suitable representative. This information can be gotten from previous clients as they will only be willing to provide information on the qualities of the realtor that they found to be pleasing.

One way to narrow down the choice of acquiring a suitable realtor would be to avoid taking the services of realtors who are willing to work for both the buyer and the seller. This simple matter of conflicting interests will present a very visible problem, making this a poor choice indeed.

# Chapter 4:

## *Choosing A Trusted Realtor*

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Within the exercise to find a good and trusted realtor, the client should be able to identify and note a few important points that make up the strong features provided by the realtor.

The following are some of the areas that should reflect the capabilities of the realtor and the level of trustworthiness evident:  
Professionalism – this characteristic is very easy to read as it will be evident in the way the realtor conducts the entire business transaction.

From the initial meet to the eventual introduction to either clients or properties, the way these exercises are conducted will reflect upon the realtor, thus enabling the client to decide if the realtor was trustworthy or not.

The level of knowledge the realtor is able to portray is also another important way to gauge the level of trust the client can put in the realtor.

The realtor is the ideal person to explain all the details of the legal documents involved, should the client require such services. In doing so, the realtor will be able to address any questions and doubts quickly and accurately, therefore giving the client the confidence needed to commit.

The way and content of the communication by the realtor also reflects the attitude and trust levels the client can depend upon. Being able to provide all the relevant information through clear and honest communications will eventually ensure the strong basis of the transaction.

Most realtors who are willing to go the extra mile or put in extra effort to ensure all parties involved are happy and content is the sign of an individual who can be trusted. Realtors who are willing to make an effort to understand and cater to the needs of the client will eventually gain the confidence of the said client.

A realtor that is always available to help the client is also a rather trustworthy trait. Therefore, finding one who can go beyond simply following the rules of providing assistance to the customer would be a better option.

# Chapter 5:

## *Lookout for Scam Realtors*

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There are several ways that are being utilized by certain parties to create scams when it comes to real-estate purchases. Some of the participants are actually the realtors themselves.

The following are some of the more popular ways these realtors try to scam clients, thus there is a need to be extra weary and careful when a deal seems too good to be true:

- Property flips are becoming a common scam practice. More recently, this practice has come to light and many people have been caught in the middle, though before this style was considered to be legitimate. Buying low and selling high does not seem to be a bad investment practice but when it is done in a misleading way, then the issues of legitimacy is in question.
- Then there is the practice of the realtors under valuating properties with fraudulent appraisals where the banks are persuaded to sell off the said properties at very low prices. These properties are then put back on the market for sale at higher prices.
- There are also cases of creative credit enhancements where the bank account used in a credit balance check is really not the

buyer's legitimate account and is only a sub account. This is where the buyers do not really have any access to the funds but claim to be the owners of such accounts.

- As the types of loan given out are usually dictated by the style the purchase is earmarked for the bank are often conned into believing that the intended property is going to be used as the applicants dwelling place. However, in reality the property is really meant for other purposes such as rental, commercial, resale and any other fast turn over profit making schemes. This is especially prevalent when the property in question is located in another country.

# Chapter 6:

## *How to Protect Yourself From Sneaky Realtors*

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The realtor's main aim is to close the deal or sale successfully, therefore they are more likely to resort to all means, legitimate or otherwise to ensure such a scenario is accomplished within the least amount of time and effort. However, in trying to accomplish this, there are often occurrences that are less than desirable, when it comes to encouraging the prospective client to make a firm offer or commitment.

The following are some of the tactics commonly employed by sneaky realtors when it comes to getting people to commit to a property sale:

For some realtors the ideal form of getting a commitment out of the prospective client is to tire the client out, thus effectively forcing them to settle on a property. This is done by making them view a series of seemingly suitable properties that are supposedly within their stipulated requirements, and then when they portray signs of giving up, the agent swoops in with the so called ideal property for viewing. At this point the clients are usually ready to give up thus, making them easy prey for the sneaky realtor who will present a glowing picture of the final property and hard sell it. Thus after viewing all the so called bad properties, the current one (that was originally the target of the realtor) would seem like a reasonable one to commit to.

Some realtors will narrow down just a few properties and keep the client occupied viewing these. The process is designed to take up such



a large amount of time that the client will eventually settle for one of the properties viewed thinking that based on their own individual requirements that is the best that they are going to get. So instead of going around in circles, the client will make the commitment to the property. To avoid such a possibility, the prospective client should actually request a comparable analysis of the properties to be viewed before actually going around to physically view the earmarked properties.