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What do buyers value most from their REALTOR®?

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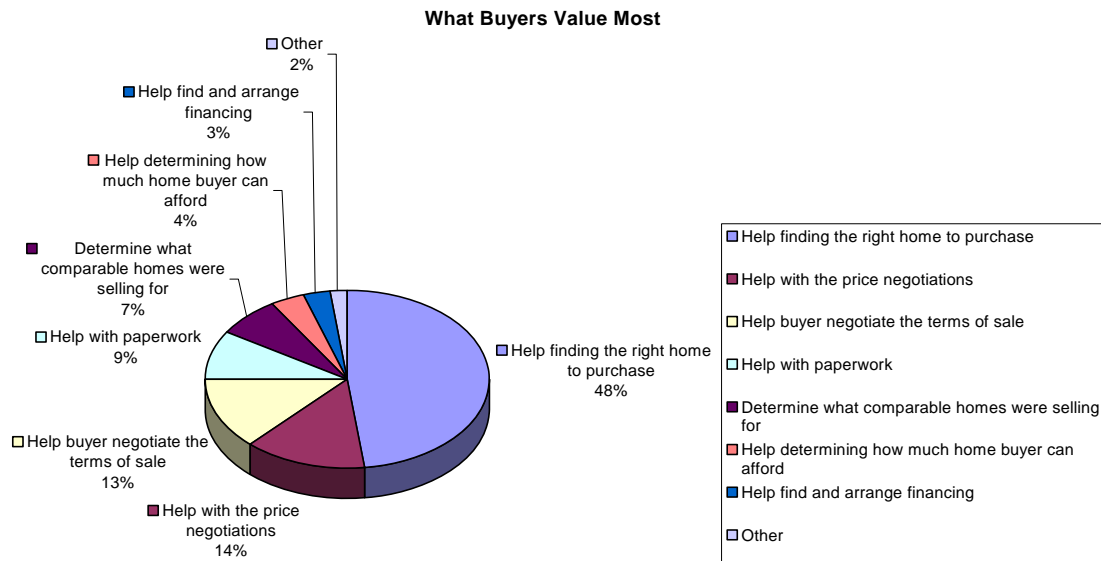
Spokane REALTORS® have access to industry-sponsored studies that help us understand the behavior and preferences of today's home buyers and sellers. This enables us to prioritize what you value most, bringing relevant information forward quickly to save you time, thus better serving your overall needs throughout the process.

From the *2008 Profile of Home Buyers and Sellers* published by the National Association of REALTORS®, buyers most frequently responded (48 percent) that they want their REALTOR® to help them find the right home to purchase.

The second and third most cited services that buyers look for are help with price negotiations (14 percent) and help with negotiating the terms of sale (13 percent.) Help with negotiating the price has gained importance – it garnered only 11 percent of responses in 2007. One of these top three reasons is cited by three of every four buyers.

Other services ranked valuable by buyers included: help with paperwork, determining what comparable homes were selling for, determining how much home a buyer could afford, and help finding and arranging financing.

View the chart below for more details.



If you are wondering how to select the right REALTOR® to work with, this information can be of value. When interviewing REALTOR® candidates, questions you can ask might include their methods and techniques for meeting the needs identified here, such as what property search techniques they utilize, what resources they can access from their real estate office, and even what industry-specific “cool tools” a REALTOR® can access from our smart phones. It is also a

good idea to ask about negotiating skills and what professional training they have had in this area. Finally, begin the “dollars dialogue.” Ask what local financing resources they know to be currently available and reputable for similar clients.

Other questions might include what industry continuing education (CE) courses your REALTOR® has completed in the past year. The Spokane Association of REALTORS® hosted about sixty

specialized real estate course offerings locally last year for our members, ranging from mandatory REALTOR® Code of Ethics training, negotiating skills, short sales and foreclosures training, home inspections, communicating with technology, working with Veterans and seniors, financing options that drive sales, and fair housing principles, among many others.

According to NAR's 2008 Profile, buyers and sellers rely most on personal referrals and their previous experience when looking for a real estate agent. Thirty-eight percent of sellers were referred to their real estate agent by a friend, neighbor, or relative. Another 26 percent used an agent they had worked with before.

In these times, it requires skill and tenacity to close even the "average" deal. Working with a Spokane REALTOR®, you will see incredible cooperation between agents on both sides of the transaction. You will also find lenders that are really stepping up to help, and escrow companies and other service

providers committed to giving incredible service to the public. I invite you to talk with any of the 1,800 members of the Spokane Association of REALTORS® today. If you are having trouble finding your REALTOR®, call the SAR at 326-9222. Readers can also view local REALTOR®-sponsored open houses, 24/7, at www.SpokaneOpen.com, any time.

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Source: 2008 NAR Profile of Home Buyers and Sellers

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