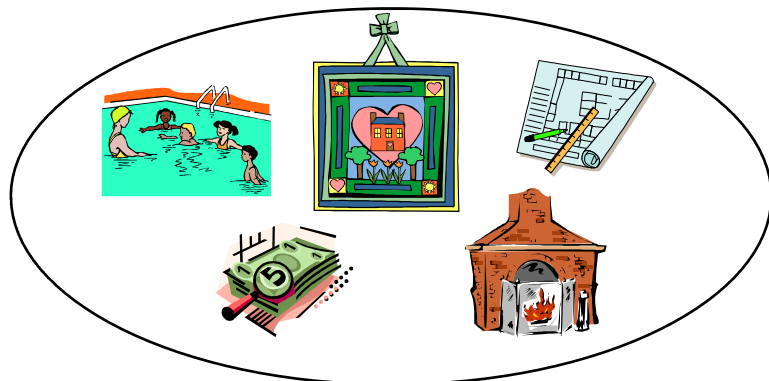
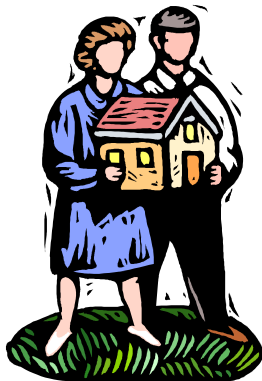


Why retain a Real Estate Broker as a Buyer's or Seller's Agent?

There may be more to buying or selling your home than you think. A real estate broker can assist you in many areas. Here are some of the many good reasons for using a professional real estate broker.

Brokers:

- Are professionals who have complete knowledge of the real estate market, and are available for consultation on real estate matters.
- Have many marketing tools at their disposal, including , multiple listing service, open house techniques, signs, promoting your property at Realty Board meetings and many more.
- Are licensed in California and are supervised by the state Department of Real Estate.
- Have knowledge of the values of properties and neighborhoods and can help in setting a realistic selling price for your property.
- Shoulder the responsibility of guiding and directing a sale, thus helping untrained property owners avoid costly mistakes.
- Evaluate the specific needs and desires of the buyer and locate properties that fit those specifications.
- Assist in determining the amount the client can afford (pre-qualification) and show properties in that price range within the specified locale.
- Assist in viewing properties and either accompany the client on showings or preview the properties on behalf of the client to ensure that the identified specifications are met.
- Research the selected properties to highlight problems or issues in order to help the consumer make an informed decision prior to making an offer on the property.
- Advise the client on structuring an offer to purchase the property.
- Present the offer and negotiate to obtain the property at the best price. (Keep in mind that the other party's agent will be doing so with their client's best interests in mind too.)
- Review and explain all documents to the client.
- Recommend and assist in securing best available financing for the property.
- Provide a list of potential qualified vendors, e.g., movers, carpenters for services needed by the consumer.



For more information contact:

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