



Here are six key points to consider when selecting a realtor:

**1. Experience and Local Knowledge:** Choose a realtor with experience in your area. A local expert will have insights into the market trends, neighborhoods, and pricing strategies unique to your area.

**2. Reputation and Reviews:** Look for reviews, testimonials, and referrals from past clients. A realtor with a strong reputation for honesty, reliability, and successful closings is often a safer choice. A great realtor will be a skilled negotiator, flexible and capable. If you need a list of professionals in your area, we can easily refer you to a great professional.

**3. Marketing Strategy:** Ask how they plan to market your property if you're selling, or help you find properties if you're buying. A good realtor should use multiple channels, including online listings, social media, and open houses.

**4. Communication Skills:** Choose someone who communicates well and responds quickly. Real estate deals move fast, and you'll need a realtor who keeps you informed every step of the way.

**5. Professional Network:** A realtor with a good network of mortgage brokers, inspectors, and contractors can make the process smoother and provide valuable recommendations.

**6. Credentials and Track Record:** Look for certifications like Certified Residential Specialist (CRS) or Accredited Buyer's Representative (ABR), and ask about their recent sales record. A strong track record reflects both skill and commitment.

If you would like a list of realtors who provide a superior service and great value, please reach out!



## CHRIS PARKS

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