



What to Expect From a Real Estate Sales Representative

For Buyers:

Buckingham Realty's sales professionals will partner with you to save time and money in the search for your dream home. Your agent will use his or her extensive knowledge of the local market to advise you of real estate values, the quality of neighborhoods, and information such as utility costs and available services. Having inspected homes already on the market, and using the latest technology to watch for new listings, your agent will be your eyes and ears in the marketplace. The agent will match your needs to available properties, and will make appointments for your viewing.

Your agent will advise you of your financial options, and will connect you with other types of services you may need, such as home inspection, legal, mortgage brokerage and contracting services.

Most importantly, a qualified real estate professional is an experienced negotiator who will manage your offers and counteroffers.

As credited professionals, agents are bound by a strict code of ethics that spells out the conduct you can expect. An agent acting on your behalf will protect your interests, keep you informed about market conditions, and discover pertinent facts about a property.

For Sellers:

Your Buckingham Realty sales professional is your partner in earning the best return on investment when selling your home. You can expect expert assessment of fair market values in your neighborhood, based on selling history and analysis of the amenities of your home. Your agent brings to the table vital experience in determining the right price for existing market conditions. Inaccurate or inflated pricing is one of the leading reasons a home doesn't sell, so pricing it right the first time is a key to success.

Once you've priced your home and signed a listing agreement, your agent goes to work.

The listing will be published by the Multiple Listing Service for maximum exposure. Your agent may host an agent's-only open house so that your property is front and centre in the minds of other real estate professionals. He or she will advise you to ensure your home is in top selling condition, and will execute a marketing strategy to sell your home quickly.

Your sales representative will handle signage, arrange photography, plan advertising strategies, and conduct open houses on your behalf.

Throughout the process, he or she will offer you invaluable counsel on your rights, options and obligations. As experienced negotiators, your sales representative will help you get the best possible price for your home. Your sales representative will also be your link to a full range of services to create a seamless sale and closing.