

Coldwell Corner

Coldwell Banker

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Top 5 things Clients want from Agents

Agents provide many services, but which are most valuable?

Real estate agents are an invaluable source of information for their clients, and they offer numerous services during the buying and selling process. From the initial location of properties, to information about the surrounding neighborhood, to final negotiations on price and terms, there are few areas of the real estate transaction that agents cannot assist.

- Help with price negotiations - 12%
- Help showing what comparables sell for - 8%
- Help finding the right property - 50%
- Help negotiating terms of sale - 12%
- Help with paperwork - 7%

Remarkably, only 2 percent of respondents reported needing insight from agents on neighborhoods, and only 3 percent needed help with finding/arranging financing

But do clients desire such multifaceted expertise? Or are some areas of the agents' skill-set more desirable than others? Using recent survey data from the National Association of Realtors, we put together the following infographic, which lists not only the top five skills that clients desire from agents, but also the percentage of clients surveyed who valued that service:

Source:
<http://chicagoagentmagazine.com/the-top-5-things-that-clients-want-from-agents/#sthash.cbRPJDrY.dpuf>

Now That's Funny

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(My boss is a realtor; she has sign toppers for various occasions. This one he for the Christmas Season: "Home for the Holidays")

Customer: "I'm calling about the 'Home for the Holidays' house."

Me: "Sure, what's the address?"

(She reads it to me)

Me: "Okay, how can I help you?"

Customer: "When can I move in?"

Me: "Excuse me? I'm sorry - do you mean you want to write an offer for the house?"

Customer: "No, it says 'Home for the Holidays.' I want to move in before Christmas."

Me: "Ma'am, I'm sorry. We're not giving the house away. We're selling it."

Customer: "Well I can't afford a house!" *click*

Source: notalwaysright.com/tag/real-estate

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*Do you have a funny story to share?
Submit to*

cbarrett@coldwellbanker.com

Spotlight

We would like to give special recognition this month to Jane Realtor for being awarded ***Coldwell Banker's International President's Elite Award!*** Great job, Jane!

We would like to welcome our newest realtors: John Smith, Sandy Jones, and Robert Anderson. We expect great success from our new team members!

Our top performers from the month of July are:

Jennifer Ames

Bryan Bomba

Sharon Friedman

Chezi Rafaeli

Dawn McKenna

Wonderful selling, agents!

Show your support on Saturday, August 17, 2013 at the McDonald's Plaza in Oakbrook from 4:00-9:00pm

Agents from our Elmhurst, Clarendon Hills, and Hinsdale offices will be competing in a tug of war competition to raise money for Ronald McDonald House Charities!

Coldwell Corner provides you with current information and agent successes! Submit your achievements to cbarrett@coldwellbanker.com

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