

# An experienced realtor often a sound choice for a client

We live in a time where there is so much uncertainty about so many things, not the least of which is financial — the economy. There is some comfort in knowing, however, that there are professionals out there who are looking out for you. You're being the consumer. In this context, I'm referring to a prospective homebuyer. Homebuyers need a mortgage unless they can pay cash for a home. What the vast majority of prospective homebuyers also need is a realtor, and of this I'm certain. For over 20 years I've helped consumers become homeowners, which is one of the first steps toward financial independence and even wealth. Investing in a home can be fun and exciting, but it also is important and should not be viewed as a frivolous transaction.



**Rena Rogers**

A certainty I have based on experience is that homebuyers need realtors. Too many consumers, I feel, view realtors as obstacles and nothing could be further from the truth. Many feel they are obstacles between them and the seller or the desired home. People often believe realtors make lots and lots of money. Very few actually do. In fact, realtors bleed money which is to say they must part with a significant amount of money every single month just to stay in business. Aside from what they do earn, however, they serve and provide valuable services to their clients. Realtors are professionally trained and licensed. Are some better than others? Yes, without a doubt. Some are focused on only one thing: what they are

going to earn on a transaction. Same with lenders. I've worked with loan officers who immediately calculate what their earnings will be on a loan as soon as they have taken a borrower's application. This doesn't mean the realtor or lender are less than professional but it likely does indicate a greater focus on themselves than their client.

Often an experienced realtor is a sound choice for a client, but not always. Many times a newer agent works harder and puts forth more effort than a seasoned one. The consumer must be the judge of the agent because he is the client and therefore the agent's employer. Another certainty is agents, like lenders, often must be the bearer of bad news. This can translate into an agent being dismissed by their client, which may very well be a foolish decision by the client. You see, in a real estate transaction, there are literally hundreds of details and even one issue can cause extreme turbulence — problems.

A realtor knows how to weather the storm with and for the client. This often means the realtor must tell a client things the client simply does not want to hear. An example is telling a seller what price their home must be listed for in order to sell. Typically, homeowners believe their home is worth more — much more, than what a realtor suggests; it be priced at in order to sell. This is especially true with current market conditions. Another example is suggesting to a client to do something about the smell

inside their home, or changing a paint color. Actually, these are very real examples that happen all the time, but much bigger and significant problems also occur in a transaction and a realtor can practically be a lifesaver for the client. Again, over 20 years of my own experience has proven this to be a fact. Clients who have had credit problems or other issues in their past should rely on and take their realtor's advice when it comes to suggesting a lender. Countless times over the years I've closed loans other lenders could not and these were inevitably lenders the clients used against their realtor's advice. Many consumers likely believe there is some sort of financial gain when an agent recommends lenders. On occasion there is, but certainly nothing financially significant as one may believe. Instead, a realtor suggests lenders they know and trust, and who they have confidence in, lenders who are experienced and competent. Where lenders are concerned, experience does count, especially with the current lending climate — stricter guidelines and tight credit.

Finally, realtors businesses thrive, survive and arrive on referrals. If they fail to perform with their client's best interest at heart, their reputation will suffer and so will their livelihood. Most realtors spend an awful lot of their own money on their clients with no assurance of being paid since they are only compensated when the transaction closes. These are hard-working, trained professionals and they should be treated with more respect by the rest of us.

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