

What Your Listing Agent IS SUPPOSED To Do:

- Help you to understand the TRUE value of your property... not comparing to inflated sales prices with money given to the buyer at closing.
- Have professional photos taken and a custom virtual tour. Everywhere you look at real estate for sale... the very first thing you see is the 1 main photo... 1 picture IS worth a 1,000 words.
- Input accurate, COMPLETE MLS information for the listing. (ALWAYS check your MLS page!)
- Advertise your property on ALL 1st, 2nd and 3rd party websites.
- Use Special Financing in the marketing. (this is critical!)
- Have a continuous number of quality professionally designed FULL COLOR flyers printed (on both sides) so you never run out.
- Make certain a LIVE person answers all calls from prospective Buyers... 7 days a week.
- Continuously monitor the market that your property is competing in.
- Co-ordinate the hundreds of details from Contract To Closing.

What Your Listing Agent DOES NOT Do:

- Your Listing Agent DOES NOT find Buyers... your Listing Agent sets the stage to ATTRACT Buyers. (The Buyer needs to be represented by their own Buyers Agent... the Listing Agent CAN NOT represent BOTH the Seller & Buyer)
- Your Listing Agent DOES NOT network with other Agents to show off your property... that might have been the way over 30 years ago... and that may be how it's done in very small communities... like exotic Caribbean islands... but not Central Texas.

What The Seller Should Do:

- Tour the competition with their Listing Agent
- Keep their property clean & ready to be shown at all times.
- Keep an eye on their flyers to let the Listing Agent Know a few days BEFORE they run out.
- Tell their Listing Agent ALL the facts about their need to sell.

Respectfully,

Lenny Schwartz

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Owner: TexasRealty.us

"Changing The Way Real Estate Is Done."

