



Finding a capable agent to meet your real estate needs



Whether you're a first-time buyer, selling your current home or relocating to a different part of the country, the support of a qualified real estate agent can alleviate many of your concerns and ensure a smooth transaction. A professional agent can market your present residence, help you locate the home of your dreams and assist in making your transfer to an unfamiliar area easier.

To find a trained sales associate and broker, you may need to **look no further than your own neighborhood or hometown**. Ask friends and family for recommendations. If a well-established brokerage is involved in many listings and sales, this is a good sign. Speak with some of the agent's past customers about the quality and integrity of service and performance. Successful real estate agents rely heavily on customer referrals and will therefore strive to provide the very best in customer service and satisfaction.

Set up appointments to "interview" agents and brokers much like an employer world interview a prospective employee. Inquire about their training, marketing programs, specific service policies, and how many years of experience they have in this business. More importantly, find out how well they know the area. **Ask for references, and check them out.**

Your goal is to determine how knowledgeable the agents are. Question them on financing, closing costs and/or local market conditions, depending on whether you're a prospective home buyer or seller. If they know their stuff, they should be able to answer your questions effortlessly.

If you're selling your home, learn what they will do if you decide to list with them. How do they plan to market your home? Will they provide you with a market analysis to help you determine the most effective listing price for your property?



**We listen
We commit
We act
We excel!**

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Specialized in Residential Properties in the SF Mid-Peninsula Cities

My clients are extremely satisfied with my thorough performance, results, and exceptional service. I am well known for a professional "nothing is impossible" philosophy among friends and peers.



Member of the San Mateo Association of Realtors (SAMCAR), the California Association of Realtors (CAR) and the National Association of Realtors (NAR).

eREONE™



Will they supply regular progress reports and assist with negotiations once you've received offers?

Have a good idea of what you expect from an agent and communicate those expectations. How often do you want to hear from your agent? Do you want to hold meetings at your house rather than the real estate office?

Pay attention to whether a potential agent is listening closely to what you say, and give the agent the opportunity to educate you. Find an agent who complements your personality. Once you've identified a qualified professional, the rest is chemistry.

If you like to start your day at 7:00 a.m., don't choose an agent who arrives to the office at 10:00 a.m. If your preferred method of communication is e-mail, don't choose an agent whose most advanced technology is a fax machine.

The brokerage firm that your agent is associated with is also important. Research the firm's success rate and commitment to quality service. Does it survey existing clients in order to ensure customer satisfaction? What are the results of those surveys? How in tune are they with consumer needs?

If you are relocating to a different part of the country, is your agent connected with a national relocation service that will not only expose your present property to incoming transferees, but assist with your search for a new house? The CENTURY 21 System I use has established partnerships with various

**Let us help drive your next success!
For more information, please feel free to contact me directly.**



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companies that allow me to offer everything from mortgages to moving services. This Preferred Alliance Services Program has enabled me to satisfy a consumer need while maintaining a high-level of quality service.

Ask for a written guarantee that everything promised will be delivered. The organization I'm part of, CENTURY 21®, backs its listings with the CENTURY 21 Seller Service Pledge. This 11-point written commitment covers everything from furnishing the seller with a marketing plan to monitoring pre-settlement activities throughout the closing process. It also gives the seller the right to terminate the listing if the pledge is not fulfilled.

As a qualified real estate agent, I should be able to answer all your questions, and provide you with quality service that is courteous and responsible. Finding the right person takes time and patience, but when purchasing or selling a home, the selection of a dependable agent should be tops on your list.

Summary:

- **LOOK NO FURTHER THAN YOUR OWN NEIGHBORHOOD OR HOMETOWN**
- **ASK FOR REFERENCES, AND CHECK THEM OUT**
- **COMMUNICATE YOUR EXPECTATIONS**
- **GIVE THE AGENT THE OPPORTUNITY TO EDUCATE YOU**
- **ASK FOR A WRITTEN GUARANTEE THAT EVERYTHING PROMISED WILL BE DELIVERED**

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