

A Real Estate Agent Has No Control Over The Market, Only The Marketing Plan.

Never select a Real Estate Agent based on price.



Select a Real Estate Agent based on criteria specific to the company, the competence of the person, and the services provided. Never base your choice on price. A Real Estate Agent has no control over your local market conditions. It would be wiser to select a Real Estate Agent first, then discuss price. Don't encourage or allow agents to "bid up" the price to get your listing. True professionals will give you candid feedback and factual information so you can price within the market.



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