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FINDING THE RIGHT LISTING AGENT

ST. LOUIS, MO (January 24, 2011) – So you’ve decided it’s time to sell your home. For sellers in any size home, the first and most important step involves finding a professional that can represent your home best and provide the effective services you need. Having the right listing agent can be the key to moving from “For Sale” to “Sold”.

“Selling a home takes work, whether you are upgrading, downsizing or relocating,” says Jim Dohr, president of Coldwell Banker Gundaker. “Partnering with a professional can help alleviate the work load and pressure, but it’s important to find a Realtor who can meet your expectations and prepare your home to sell.”

Asking the right questions can make it easier to find the perfect match:

- **Market presence.** Make sure you look for agents that have experience not only in your neighborhood, but also on the type of home you own and its price range. Agents that specialize in a particular market usually have the skills and network to reach buyers in that category.
- **Ask the right questions.** Get a feel for how each Realtor does business by asking about their professional qualifications, sales tactics, working style, and resources. The resources an agent has access to can determine the degree of service they will provide.
- **Request references.** Any good agent should have past clients willing to attest to their expertise. Speak with clients who recently sold their home and take the time to contact an agent’s references to ask about their strengths and weaknesses.
- **Put agents to the test.** After narrowing down the pool of agents, ask each of them to create a “listing presentation” for selling your home. It should include a comparative market analysis of recent sales and listings of comparable homes in your area, a promotional plan for your home and a proposed selling price.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates 23 offices with nearly 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. Coldwell Banker Gundaker is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit www.cb Gundaker.com.

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