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**MAXIMIZE YOUR RELATIONSHIP WITH YOUR REALTOR**  
*A Strong Relationship Can Generate A Successful Transaction*

**ST. LOUIS, MO (August 29, 2011)** – You have decided to buy or sell a home, and you have hired a real estate agent, but do you fully grasp how crucial your agent will be to your well being and sense of confidence throughout the process?

“While the knowledge that real estate agents possess is critical for successful transactions, your agent is also your partner on this very emotional journey you are taking,” said Jim Dohr, president of Coldwell Banker Gundaker. “When buying or selling a home, you are entrusting your agent to help you complete what will be one of the most life-changing decisions you will make in your lifetime. In order to achieve your desired results, it is important to cultivate and maintain a strong relationship.”

- **Trusted counsel.** Buying or selling a home is an emotional experience, so be upfront about your hopes, dreams, and fears from the outset. When a strong relationship is developed, your agent can act as an objective and insightful counselor.
- **Communication is key.** You and your agent should check in regularly, even if there has not been any recent action taken. In fact, the support of your agent during lulls in the process can be crucial in helping you to maintain a positive outlook, as real estate transactions typically present emotional peaks and valleys.
- **Building confidence.** It’s important to work with an agent who provides you with important and timely information about the current housing market. Having access to this kind of information will help you make more informed decisions whether you are looking to sell or buy a home.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates more than 20 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](http://www.cb Gundaker.com).

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