



The Three C's of Real Estate

You often hear the most important thing in real estate is...say it with me...location, location, location. No argument here. But, I want to bring light to one of the biggest keys to a successful real estate transaction: COMMUNICATION, COMMUNICATION, COMMUNICATION. Transactions can go along seemingly without a single bump in the road or they can fail miserably, all based on the level of communication between the parties involved in the transaction. And not only is it a key to a successful transaction, but I view it as the number one key to a good relationship between a client and REALTOR®.

Ask your REALTOR® or Loan Officer questions like...

- How often am I going to hear from you?
- What are you going to do if you can't get cooperation from other parties in the transaction?
- If I send you an email or don't get a hold of you by phone, how long will it take for me to hear back from you?
- What automated systems do you have in place to keep me informed and up to date?

You deserve a high level of service from the professionals representing you in what are likely to be the biggest transactions of your life – buying and selling real estate. Make sure the team you work with pledges to keep you informed every step of the way. And that they further pledge to remain in constant contact and demand the same from other parties in the transaction.

When we fail to communicate, each side will inevitably begin to assume the worst case scenario and take preparations and actions for that scenario. As a result, tensions begin to rise up and a somewhat challenging situation becomes much more difficult to handle and resolve.