

# REAL ESTATE AGENT SHOPPING 101

HOW TO PICK THE REAL ESTATE AGENT THAT'S RIGHT FOR YOU



## ARE YOU MAKING THE RIGHT DECISION?

MODERN LIVING REALTY BROKERAGE

There's a little known fact about the Real Estate Business. Not all brokerages and agents work the same way. When looking for an agent to sell your home, consider these six recommendations. Let's talk real estate!

**First** thing to look for when searching for an agent is to look at their Google Reviews, do they have any? How many stars do they have? Do they have recent reviews? Knowing their reputation is a must. *At Modern Living Realty Brokerage, we have up-to-date reviews and all our reviews are 5 stars!*

**Second**, do they have a large client database? When selling your home, you want to be assured that they have many prospective buyers available. *Our experienced sales representatives at Modern Living Realty have a large database of satisfied buyer and seller clients.*

**Third**, is the agent part of a small or large brokerage? Smaller brokerages are in the business of selling homes. They don't have many agents, so their focus is on building a reputation with their clients who are buying or selling a home. Larger brokerages are in

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MODERN LIVING REALTY  
BROKERAGE BOUTIQUE  
AND SEE WHAT WE OFFER  
ALL OUR CLIENTS!

the market of soliciting for new real estate agents to add to their roster. This gives people the impression that they sell a lot of homes because they have a lot of agents. This is farthest from the truth. A real estate agent must work hard to gain a good reputation. Whether they work for a small or large brokerage, the onus is on them to find you the right home or market your house for top dollar. How much support do they get from the larger brokerages? You'd be surprised. *At Modern Living Realty Brokerage, we have 3 real estate sales reps and 1 Broker of Record that all work together as team. We are a member of a think tank referral network and Brookfield Global Relocation Services. Selling homes is our business.*

# CHOOSING THE BEST AGENT

BY MODERN LIVING REALTY

**Fourth**, does the agent have a marketing budget? Do they advertise? Do they use this to sell and advertise homes? Do they use social media to market? At *Modern Living Realty Brokerage*, we have a team member that markets and advertises our business and homes through social media, postal services, flyers, newsletters and marketing materials. Visit our website, blog, Facebook and Twitter to see for yourself.

**Fifth**, does the agent have happy sellers and buyers? At *Modern Living Realty Brokerage*, we have had many

happy clients over the years, check out our reviews on Google and testimonials on our website. We have had many return clients over the years, that speaks for itself!

**Sixth**, does the agent know the housing market? At *Modern Living Realty Brokerage* we keep up-to-date on what's happening in the real estate market. Dawna Hamilton, Broker of Record, is a senior member of the Ottawa Real Estate Board. She keeps her clients and team members informed on

market trends and what's happening. She also has a Market Evaluation Appraisal designation and an Accredited Buyer's Representative designation. This is a wealth of shared knowledge that benefits the whole team and gives them the competitive edge on what's happening in the housing market in all areas.

Next time you're shopping around to sell or purchase a home, call the experts at Modern Living Realty and **Let's Talk Real Estate!**

*"Do you know anyone looking to sell their home? Let them know that Modern Living Realty is their go-to-realtor."*

Experienced,  
Trusted,  
Recommended

CURIOUS TO KNOW  
WHAT YOUR HOME IS  
WORTH? GIVE US A CALL  
AND WE'LL TELL YOU  
WITH A FREE MARKET  
VALUE APPRAISAL!

We offer Free Market Analysis for all our clients. Knowing what your home is worth may be the deciding factor on whether you sell today or in the future. We provide you with a free home evaluation so you know the value of your home.

Not intended to solicit properties already listed for sale.

**MODERN LIVING REALTY INC.**  
**BROKERAGE**

**LET'S TALK REAL ESTATE**

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