



# In Today's Market You *Need Advice Based on Experience*

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*If you are already working with an agent, this  
is not meant as a solicitation for that business.*

*Y*ears ago, the best way to get real estate advice may have been from a family member or a neighbor. If they'd bought and sold real estate – regardless of how many times – they probably had enough experience to know what they were talking about.

These days, that's definitely not the case. Even with all of the media coverage, and so much information available online, it's easy to think that simply by doing a bit of research you might have a fairly firm grasp on the current market. Unfortunately, things have gotten a lot more complicated – and not everything you read or hear is going to be accurate. Why? Because today's market can change from week to week, depending on interest rates and lending policies, inventory changes and foreclosure challenges.

How do you make sure you're getting the best advice available? By working with a REALTOR®, who has access to the data that will back up the information and advice you need. Regardless of whether you're getting ready to sell your home, or you're getting ready to buy a home, the realities of today's market mean you need solid advice based on experience and expertise.

I'm often asked – especially when I meet a new client – what kinds of tips I have that will help them as they start the process of selling or buying real estate. While my list is long, here are three tips that every seller and buyer needs to hear right now.

1. **Use me as a strategic resource.** What happened even 6 months ago may not be realistic for right now, regardless of what you're hearing from your family, friends and neighbors.
2. **If you're a seller, know what you're up against.** If you truly do want to sell your property, there are buyers ready to buy. But those buyers are doing their homework ahead of time. They're ready to buy property that is priced correctly – and they'll be very fair in their offer when they know the value is there. In today's market, if you know your list price is too high, sticking to your guns does nothing more than help your listing sit on the market longer than it needs to.
3. **If you're a buyer, let me guide you in writing an offer that has the highest chance of being accepted by the seller.** Additionally, understand that in today's market if a listing price is spot-on, making a low-ball offer can quickly backfire. There are far too many savvy buyers these days who will snap that property up – at close to full price.

Today's market can be complicated to understand, and even more complicated to navigate when you're dealing with tight deadlines, banks who process files very slowly and appraisals that don't come out as expected. Give me a call at 360-620-2690 or send an email to [mollyells@windermere.com](mailto:mollyells@windermere.com) and let's talk about how I can best provide you with expertise you need as you get ready to buy or sell.

