

SOUND OFF *Erika Portanova Songer*

What is the difference between a listing and a selling agent?



The listing agent exclusively represents the sellers and their home.

He or she should be knowledgeable on all aspects of the home, both the history of the home and recent updates, while the listing Realtor should always answer factually and refrain from offering any conjecture.

For example, should a buyer ask the listing agent about expansion possibilities, the proper response would be to direct them to the town planning and

zoning department.

Never engage in any hypothetical scenarios or represent information which you cannot 100 percent confirm.

In the end, the listing agent's goal is to sell the home as quickly as possible and for as much money as the market deems realistic.

The goals of the selling agent (or buyer's Realtor) is to help their buyers obtain the house which meets all of their search requirements and to not over pay. To ensure that the sale

price is not over market value, it is good practice to research past comparable sales.

Diligent review of the disclosures, inspection report, deed and any other relevant information should be conducted prior to the purchase.

The Realtor should also point out resale factors of the home to their buyer clients. For instance, if the home is next to a cell tower, this would be a concern for resale.

However, this factor may or may not bother your client.

Ultimately, it is always your client's choice of which house they want to purchase.

The listing and selling real estate agents have two distinct roles in the home buying and selling process.

Both roles are necessary to create a smooth and stress free home sale and purchase process for all parties involved.

*Erika Portanova Songer,
William Pitt Sotheby's International
Realty, (203) 258-1831 (cell), (203)
255-9900 (office)*