



“Ease of Use”

The degree to which the client achieves peace of mind
about and throughout the real estate transaction.

Your quick reference to selecting and working with a Real Estate Professional

Does Your Realtor Encompass Ease of Use?

As a home buyer or home seller, there are some important key factors to consider when working with a Realtor. A Realtor should already be performing based upon the “Ease of Use” philosophy of business. “Ease of Use” is the degree to which the client achieves peace of mind about and throughout the real estate transaction. Always interview and investigate a Realtor before committing to work with them, as this will provide you with a complete look into who they are and what they can provide. So what does “Ease of Use” involve?



Relevant & Timely Communication

“Ease of Use” must encompass relevant and timely communication. Communication must be relevant, at the frequency at which the client achieves peace of mind, and by a method the client wants. If you want to be called, then the Realtor shouldn’t send an e-mail. If you want to hear from the Realtor every day, then they should contact you every single day. As a client, silence, bad communication, and not receiving the form of communication you desire and when you need it all equates to a Realtor not performing to your expectations and could also show a severe lack of value to you as the client, not to mention could result in delays or lost opportunities.

Interview Questions: *What is your communication style and will you communicate with me based upon my needs and desires? Do you answer your phone, return phone calls and emails within an hour? Do you have an assistant to assist me when you’re not available? When are you not available by phone or email?*



Providing Guidance

“Ease of Use” must encompass knowledgeable and effective guidance. Clients recognize that they need help; otherwise, they wouldn’t hire a Real Estate Agent at all. That help then must be authoritative, educated, and capable of being explained. “Because I said so” or “Just trust me” are not good responses to a client who wants to know why the Realtor is recommending repainting a living room, suggesting that the pets be removed during showings, or even why an offer shouldn’t be accepted. The Realtor should explain the advice so the client clearly understands or should provide a reliable resource to assist in the explanation.

Interview Question: *Please provide a few examples of how you handle providing guidance during the real estate transaction, and who are the other professionals you will be working with to assist in providing the guidance in preparing, marketing, and closing?*



Anticipating Needs

“Ease of Use” must include anticipation of the client’s needs and desires. The best client service is proactive, not reactive. The Realtor should anticipate the client’s needs and addresses them, often making recommendations to resolve potential challenges before others realize they exist. In real estate, anticipation can take many forms. Examples:

- A home buyer desires a particular school, the Realtor suggests arranging a visit to that school prior to the home search.
- A Home seller is going on vacation, the Realtor should inquire as to the level of communication during this time, discuss possible scenarios, and obtain vacation itinerary (complete with addresses, names, etc.).
- Market trends are taking a decisive re-direction, the Realtor should review these and then provide the client with viable options to adjust for the new market trend.

If the Realtor knows you are going to ask for something, they shouldn’t make you ask; they should anticipate and just do it for you.

Interview Question: *Please provide an example of how you anticipate client needs and how you would be proactive in providing what the client needs?*



Delivering Results

Lastly, but not least, “Ease of Use” encompasses delivering the result the client is seeking, or at least helping the client understand why that result was not achieved. Be clear in your communications of your expectations of the Realtor’s results, their performance, and of their commitment to keeping you informed of their progress. Request proof of their marketing and a regular update on progress. If what you want is not something the Realtor can deliver, and you won’t change their mind even after you’ve explained, then “Ease of Use” dictates that the Realtor recommend another Realtor that may be more suited to your needs or to thank you for your time and respectfully walk away allowing you to find a more suited Realtor.

Interview Questions: *What tools or resources do you have that will guarantee the results you promise? Do you provide an exit strategy and complete release of the Listing should I become dissatisfied with your performance?*

The best Realtors encompass the essential aspects of “Ease of Use” into their daily operations in order to provide you, the client, with the best service possible. While you’re interviewing Realtors to work with, be sure to inquire about these aspects. A Realtor that doesn’t adhere to the “Ease of Use” process probably isn’t the best Realtor for you, as you can expect delays in communication (which in real estate can cost you a deal), difficulty in knowing the most suitable direction, you may not freely receive the information or resources you need, and you may not obtain the results you desire.



When selecting a Realtor, be sure that you will receive the highest level of service possible and that you’re provided with the peace of mind you deserve.

The Realtor providing you with this publication has already shown a commitment to ensuring you receive “Ease of Use” and a commitment to providing you with the highest level in customer service.