



Choosing the right Sales Associate



Buying real estate in Europe is a rewarding investment. The buying process - how fees are calculated, what is included with a property and how buyers are represented - differs from country to country and around the world.

To make sure the many local customs and details are taken care of, a knowledgeable and experienced RE/MAX Sales Associate is ready to serve you.

Not only is it important for your chosen real estate representative to be familiar with the local laws, customs and real estate market, but it is also crucial that they have access to powerful marketing and research tools and very strong network of experienced professionals working with them, for you.

1. Network

One of the keys to success in real estate is networking. The more people in the industry a real estate associate knows, the better the exposure you are going to get, both to available properties and prospective buyers.

A real estate professional attached to an international network of associates will have the benefit of access to information gathered through the experience of thousands of associates whose cooperation creates a powerful tool to move real estate.

2. Knowledge

An effective real estate representative will have access to a wealth of information through their professional network along with a history of longevity in the industry. Training and seminars specifically related to real estate are typically offered by professional real estate companies to their associates.

With longevity and experience comes knowledge which enables real estate associates to negotiate to buy or sell a property more effectively.

3. Tools of the trade

Along with a strong support network and key market knowledge, your sales representative needs to have access to key 'tools of the trade'.

With the advent of the internet and related technologies, established real estate professionals now have access to tools that assist them in finding, listing, and marketing properties.

An associate should have access to tools such as a 'Buyer match' and 'Property match' wherein the representative can setup a search in the system to return all possible properties that match your needs as a buyer, or list all possible known buyers that are looking for a property just like yours.

As well, the right representative should be able to market your property online to thousands of potential buyers and make it available to other real estate associates for their buyers or sellers to review.

4. Access to information

Access to a detailed database of properties in your region that includes the specifics of a property is a powerful advantage for a real estate associate - yet not all associates have this benefit.

Whether you are buying or selling a property, a good representative should be able to easily search for properties that are on the market, and even those that have been sold in the past year or more.

For sellers, this gives your representative access to key information on real estate in your area in order to get of sense of the pricing, quality and other details of the market which translates into the most effective pricing and marketing of your property.

For buyers, this gives you up to the minute information on what properties are available that match your key criteria. You won't have to sift through properties that aren't in your price range, or aren't what you are looking for.

A good real estate representative will do this research for you, saving you time and effort.



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5. Advertising & Marketing

Getting your property in front of as many potential buyers is critical when selling real estate. A professional representative will have several different and tested methods of marketing a property, such as the internet, newspapers, flyers, open houses and many more.

Ideally, your chosen representative will also have access to a tool that will list the details of your property in an international database which will be made available to other real estate professionals for searching and online at one or more high-volume websites for consumers to search.

6. Interview your potential representatives

Finally, once you have decided on a 'short list' of representatives, meet with your potential representative(s) face to face. Ask questions about how they will approach your real estate transaction, what tools they have access to, how the property will be marketed (if selling), how long they have been in business or how long their real estate company has been in business, what training they may have and any other specifics you want to know about the market in your area.

Nobody in the world sells more real estate than RE/MAX. That in itself is a compelling reason to choose RE/MAX but certainly in order to be so successful RE/MAX Sales Associates must have access to tools, knowledge and experience that is unrivalled in the industry.

RE/MAX has developed a corporate philosophy that has led the last 20 years of sustained annual growth (not through acquisitions), a strong global presence, a top-shelf reputation and a clear mission to be No. 1 – which in turn makes RE/MAX associates the most successful in the world. The philosophy this unprecedented success is founded upon? "Everybody Wins."

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