



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.



Real Estate Seller Guide



5. Closing

Once you have accepted an offer, there will be an interim period of time between this date and the 'closing'. A closing implies the date on which payment is exchanged and you relinquish ownership of the property to the purchaser.

Even this process differs in varying locations and your RE/MAX representative should be consulted as to when and how this process transpires, when money exchanges hands and all other details.

The RE/MAX network has over 12 years of experience working with clients in countries across Europe, all having different real estate customs, laws and practices. With this wealth of experience and knowledge, along with access to information on real estate markets and access to experienced professionals across the continent, RE/MAX Sales representatives can help you at every step of the sales process.

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