

Real Estate Viewpoints



Eugene Pettis

Services You Receive From Competent Brokers

Surveys have shown that about 95 percent of the time the home seeker does not buy the house he looks at in response to an advertisement. It is at this point that the broker's service to the buyer begins. Armed with the knowledge of why the buyer was not satisfied with the advertised property, the broker quickly suggests other houses he has to sell or can get from fellow brokers, which will more closely suit the now apparent needs and desires of the buyer. This kind of help is invaluable to the buyer. It greatly accelerates the speed at which the buyer can now reach his goal.

only appraises the property for you, but also evaluates your ability to qualify for the necessary financing.

The broker does not stop at quickly producing the house and the financing. His/her most crucial help to you comes when the going gets rough. When the seller will not budge an inch for you, the broker gets him to give up yards. When the appraiser lets you down, the broker finds a way to keep the deal together and get the financing. When the lawyers make demands the buyer and seller cannot meet, the broker satisfies those demands. Unvariably, retaining a broker pays in time, effort and money, over and over again - so that in the end you move into the house of your dreams, instead of having that dream dashed to bits by the seller, appraiser, banker, lawyer, or a dozen other potential obstructionists.

If it sometimes appears to take the broker a little time to accomplish all this, try to remember that the "difficulty" is usually easy for the qualified experienced broker, and that many "impossible" situations that come up are apt to take a little longer.

A worthy broker saves you much time and money in many ways. He advises you as to the right location, the lowest tax bill, the best construction, the resalability of the house, the price to pay in a low, high or normal market for the particular house and location. He gets you a better price than you could get for yourself. The broker advises you on matters of zoning, restrictions, easements, building codes, neighborhood influences, and scores of other important considerations you may not think of, if left on your own.

In like manner, the broker not

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Mr. Charles, R.B.

QUESTION: Mr. Charles, some people say you shouldn't arch the brows from the top. Are they right?

ANSWER: No. Some people have brows spread all across the face, so you must shape the top to get the desired effect. There is no way to make a hard rule for everyone. Incidentally, dazle dust is perfect for holiday highlighting.



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