

Please note: Below is the October 2007 edition of the Splash article complete with the questions posed plus the answers. As you came here to read this, Gwen and I have a little bonus for you. Just e-mail me at DLucas@remax.net and ask for our **\$1,000 Gift Card** which you can use or give to a friend who might be interested to buy or sell in Sun Lakes. Thanks for your interest. I hope you enjoy the read☺



Looking for the “Sun Lakes Real Estate Update”? That can now be found at www.EnjoySunLakes.com under the **All About Sun Lakes** tab.

What’s the Difference Between Real Estate Agents?

Also, So What?

Let’s deal with the “So What” first. If you’re not contemplating a real estate transaction and you don’t know anyone who is, don’t worry about it. You can live your life very well without considering the differences. Enjoy Sun Lakes☺

However, if you, or someone you, know is considering a move, the agent handling your transaction can make all the difference. Here are key issues to consider when considering an agent to employ:

1. When you call, is the agent available most of the time and, if you ask for something to be done, is the agent responsive?

Answer: Many agents work the numbers which can make for a harrowing schedule. Plus, they do every aspect of the business by themselves which leads to long days with little time for customer service. David and Gwen split their tasks and job many items out to professionals who can do a better job; such as website designers, for example. Also, we limit the amount of clients we will work with so that we can give good customer service to each of our clients. We would prefer to have fewer satisfied clients than be the largest producers with constant problems and concerns. If we aren’t available to answer your call when you call, just leave a message and we will get back to you the same day.

2. How long has the agent been in the business and why does that matter?

Answer: Experience means a lot in the real estate business. Many problems in a transaction can be anticipated and avoided if you’ve been there before. David and Gwen Lucas have been in the business over 25 years combined. David has been broker/owner of two different offices and has brokered literally thousands of files. Because of our background and experience, you can trust that we know how to professionally represent each of our clients.

3. What is the affiliation of the agent, i.e. which company does the agent work for and why does that matter?

Answer: In the real estate industry today, there are many types of real estate brokerages from discount to full service. However, in many cases, the client gets what s/he pays for. David and Gwen Lucas are a part of RE/MAX, the largest producing real estate company in the world. Through RE/MAX, we have tremendous benefits from sales and marketing tools to referrals. RE/MAX is a 100% company which means that we keep 100% of the commission and pay a flat monthly fee for our office and affiliation. That allows us to be flexible on our commissions while, at the same time, being able to determine how our marketing dollars are spent. Because there is a monthly fee, RE/MAX tends to attract the higher producing, more successful real estate agents. And we all know, you play better golf with better golfers; i.e. success breeds success☺ BTW, David brokered the first real estate RE/MAX office in San Diego County way back in 1984.

4. Does the agent have an area of expertise or specialty and why does that matter?

Answer: Remember in the play, “The Music Man”, the song, “You Gotta Know the Territory”? I can’t emphasize enough how important that is in the real estate business. David and Gwen specialize exclusively in Sun Lakes. All of our internet marketing, which is very extensive, is focused on selling Sun Lakes. Our website is called www.EnjoySunLakes.com. We know the streets, the models, the association rules, the community features, facilities and clubs. We are residents of Sun Lakes, so we are members of many of these activities. If a prospect calls off a for sales sign, we can be there in minutes. Local representation and is extremely important.

5. If you’re selling your home, what does the agent do to market your property and communicate what is happening?

Answer: Today, over 8 out of 10 buyers use the internet to search for their next home. The older, traditional forms of advertising are ineffective and out-of-date. High exposure on the internet is vital to the successful agent. That exposure translates into a more effective sales strategy for the real estate client as well. David and Gwen spend well over \$1,000 per month on internet marketing including: our website – www.EnjoySunLakes.com , showcase listings on www.Realtor.com – the largest real estate website in the real estate business, featured homes for the Sun Lakes search area of www.Homes.com – the second largest real estate portal in the world, www.Remax.com – the highest advertised website in the business, plus the Sun Lakes search on www.ActiveAdultLiving.com , Google and Yahoo searches, www.AZCentral.com, plus many other affiliate websites throughout the country. I am confident we have a greater internet presence than anyone of our competitors.

And as far as communications is concerned, we communicate every response we can get on all showings, plus we are in touch with our clients weekly with updated

information and to check for any questions or concerns. Of course, we are also available any time there might be a question.

6. If you're looking to buy a home, what does the agent do to get you into the right house at the right price and without unnecessary problems?

Answer: We ask questions, then we listen. We look up properties which meet your criteria, then we look for feedback and we adjust our search accordingly. We know our marketplace, so we know value; i.e. what you can get for the money. If you are unrealistic, we tell you what we can get you for your price. To avoid unnecessary problems through contract negotiations and escrow, we get the pre-qualification done ahead of time, we thoroughly review the contract with you to make sure you understand the process and we closely maintain contact with all parties throughout the escrow to insure full compliance.

7. Has the agent taken the time to become educated in the local marketplace and in the real estate business and why does that matter?

Answer: As I indicated before, we are specialists in the Sun Lakes marketplace. In addition, we are specialists within the real estate business. Gwen has attained the ABR designation – Accredited Buyer Representative; and David has attained two additional designations: the CRS – Certified Residential Specialist – the highest designation currently available in the residential business and the SRES – Senior Real Estate Specialist, a specialty which keeps me in tune with the concerns of those in my generation. By working to improve ourselves through continuing education, we can grow in our awareness of how we can better serve our clientele.

8. Does the agent know how to utilize current technology, tools and systems as well as the internet and why does that matter?

Answer: Our new technologies, introduced within the last 10 years, have totally changed the real estate business. Any agent who doesn't closely watch the changes in technology, tools and systems is not properly serving his/her clients. So many changes have occurred in the past year alone, it's mind boggling. David works daily to keep up and implement new technology tools for marketing to communications to operating systems.

9. Does the agent participate and/or give back to the community and why does that matter?

Answer: I believe there is a higher duty to give back to the community. As we live in and benefit from our community, certainly we have an obligation to work and give to help improve it. Specifically, David and Gwen have designated "Neighbors Who Care" as the community service of choice. We very much appreciate the work that they perform in our community and enjoy being a part of it.

10. And finally, what is the reputation of the agent; i.e. does the agent have a commitment to care for his clients along with the integrity to negotiate on your behalf in good faith?

Answer: Gwen and David are residents of Sun Lakes and participate in many activities here. When we work for a client, we are representing our friends and neighbors. If we don't continuously strive to be the very best, we probably shouldn't show our faces at any functions anymore. We are pleased to report that we continue to work very hard for our clients and very much enjoy serving our community. We look forward to serving the Sun Lakes Community for many years to come.

**David & Gwen Lucas (CRS, SRES, ABR) of RE/MAX Elite
Are Residents of Sun Lakes and Specialize in Sun Lakes Real Estate.
A contribution is made to Neighbors Who Care for each closed transaction.
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E-mail: DLucas@remax.net – Website: www.EnjoySunLakes.com
Over 25 Years of Competent, Caring Service**