

## **Sellers Agent & What They Do**

In many types of business dealings, including the business of real estate sales, an AGENT represents someone else, called the Principal (you), in dealing with other people. The agent becomes a "substitute" for the principal: he or she acts, speaks and listens for the principle.

When you employ Terry Marion to help sell your home, he will become your AGENT for the sale of that specific property. You will then probably refer to him as your "Real Estate Agent". This relationship between a principal and an agent is called an AGENCY relationship. The British Columbia Real Estate Association defines the parameters of an Agency relationship as the following.

### **The Agency Relationship**

REALTORS work within a legal relationship called agency. The agency relationship exists between you, (the principal) and your agent, the company under which the individual salesperson, who is representing you, is licensed. The essence of the agency relationship is that the agent has the authority to represent the principal in dealings with others.

Agents and their salespeople are legally obligated to protect and promote the interests of their principals as they would their own. Specifically, the agent has the following duties:

- Undivided loyalty. The agent must protect the principal's negotiating position at all times, and disclose all unknown facts, which may affect or influence the principal's decision.
- To obey all lawful instructions of the principal.
- An obligation to keep the confidences of the principal.
- The exercise of reasonable care and skill in performing all assigned duties.
- The duty to account for all money and property placed in an agent's hand while acting for the principal.

You can expect competent service from Terry Marion, knowing that the company is bound by ethics and the law, and to be honest and thorough in representing a property listed for sale.

It is important to understand that in British Columbia, the person you hire, as an AGENT to assist you in sell your home, must be licensed as either a real estate salesperson or a real estate agent. A real estate salesperson must be employed by a real estate agency and both must be licensed.

Most Real Estate companies offer similar services . . .

- Co-operation amongst realtors from different offices
- Open houses
- MLS Membership that allows for a brief description of your property to be distributed to all the Real Estate companies in the area.
- Advertise regularly

### **Terry Marion, and your Prudential marketing edge**

1. **Prudential Sterling Realty**- Our Port Moody office is located next to the Dairy Queen, 3137 St. John's Street, our two display centres are located in the busy Coquitlam centre mall, this exposure has allowed us to become one of the top offices in the tri cities area. Also there are over Eighty Realtors in our office giving you access to many buyers instantly. We are open seven days a week for inquiries about your home.

2. **Prudential Sterling Realty**- A National Organization As a national organization Prudential Sterling Realty offers maximum exposure, instant recognition, out of area buyers, national advertising campaign and public respect.

3. **REFERRAL NETWORK**- I cooperate with a large referral network, so when other Realtors have potential buyers moving to this area, they will call me, or a Realtor from my office.
4. **PICTURE BOARDS**- full color pictures displayed in the Coquitlam centre mall, on display seven days a week. The picture boards provide additional exposure to buyers throughout the area and separate the serious buyer from the "just curious".
5. **DISPLAY CENTRES**- This is where your pictures will be on display with a Realtor their at all times for any questions the buyer may have, plus set up a viewing when ever possible. This can make the difference, as approximately 25% of all our business comes from this display centre.
6. **SUPPORT SERVICES**- Our office has a unique system of our in-house marketing. This provides me with professional and creative advertising techniques to assist in marketing your home.
7. **MULTIPLE LISTING SERVICE AND THE INTERNET**- I will gather the pertinent information regarding your home and submit the data to the multiple listing service. Approximately 9,000 Realtors receive an updated catalogue weekly to view with their buyers. Our computer system is state of the art, and your home will also be advertised world wide via the Internet.
8. **FEATURE SHEETS**- A professionally designed full color feature sheet with exterior and interior shots is produced for use in your home, for the viewing buyer to take. This should assure the buyer remembers all the features of your home.
9. **OFFICE TOUR**- The sales associates in our office will view your home during our Monday office tour. Tours give our Realtors a first hand opportunity to match their qualified buyers with your home; this could lead to a quicker sale. It is also used to confirm that we have set the price correctly.
10. **OPEN HOUSES**- Open houses often give your home additional exposure to potential buyers and other Realtors which could also lead to a quicker sale.
11. **LAWN SIGNS**- Very important! This silent salesperson works 24 hours a day, rain or shine, alerting Realtors and buyers to the fact that your home is listed for sale with Terry Marion, and Prudential Sterling Realty and to call me for any information about your home.

**For assistance in selling your home, contact:**

**Terry Marion**

Realtor

**Prudential Sterling Realty**

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