

Choosing the Right Agent Matters More Than the Market

When people talk about selling in today's market, the conversation usually goes straight to timing or price:

Is it a good time to sell?

Should we wait?

Will buyers even show up?

Those questions make sense. But they often distract from the decision that actually has the biggest impact on the result you'll get:

Who you choose to represent you.

In strong markets, almost any property will sell eventually. In softer or more selective markets, the gap between a good agent and an average one becomes very obvious. Not just in price, but in stress, time on market, and how the process feels from start to finish.

Why agent choice matters more right now

Buyers today are cautious. They compare. They take their time. They notice details. That means selling well isn't about "getting lucky" or hoping for a rush of interest in week one.

It's about strategy.

A good agent understands how buyers are behaving *right now*, not how the market worked three years ago. They know how to position your home so it stands out without over-promising. They know when to push and when to pause. And they're comfortable having honest conversations early, instead of uncomfortable ones later.

An average agent often relies on optimism. A great agent relies on preparation and communication.

The difference shows up early

You'll usually notice the difference before your home even hits the market.

A strong agent will:

- Ask detailed questions about your plans and timing
- Walk you through recent, relevant sales - not generic averages
- Explain how pricing works in today's conditions, not just give you a number

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- Talk about buyer psychology and how your home will be perceived
- Be clear about what *will* help and what *won't* move the needle

If an agent spends most of the appraisal talking about themselves, their awards, or what price you “could” get, that’s a warning sign. Instead, look for a proven selling process, delivered by a salesperson who listens well and understands your situation.

Price is important. Process is everything.

Most sellers naturally focus on the appraisal figure. That’s human. But the price you’re quoted is only a starting point.

What matters more is the plan behind it.

How will buyers be introduced to the property?

How will early feedback be handled?

What happens if interest is slow?

How will momentum be created and maintained?

Good agents can explain this clearly, without jargon or pressure. They’re comfortable saying, “Here’s what we’re seeing, and here’s how we’d respond.”

Trust how it feels

Selling your home is personal. You’ll be speaking to your agent often. You’ll rely on their advice. You’ll need to trust them when decisions get harder.

Pay attention to how the conversation feels.

Do they listen, or just talk?

Do they explain things in a way that makes sense?

Do you feel informed, not rushed?

The right agent won’t just aim to get your listing. They’ll aim to get you a result you feel good about for the rest of your life.

Because in the end, a good sale isn’t just about the price achieved. It’s about trusting the process, knowing that every step was taken to achieve the best possible result for your biggest asset.

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