

# **“WHO’S WHO” Interview**

*continued from Teri Malone’s Home Page*

**Q.** Sure, I get that ... but what does that have to do with "connecting"?

**A.** *When you decide to sell your home, you confront "separation anxiety." By the same token, when you're buying a new home, you're excited, but also anxious about your choice and what to expect.*

*With all the excitement and anxiety, it's very reassuring to have someone who is both compassionate and objective -- who is not emotionally invested -- to sort through the details and make sure your plan -- as a seller or buyer -- is viable. To be effective, your Realtor has to be "connected" to you, aware of your goals and committed to getting you through the transition. I love being that someone -- it's very rewarding.*

**Q.** You've been quoted as saying "Many Realtors rely primarily on the Internet to sell a property; that's sort of like waiting for the grass to grow -- not very productive." You say you implement a plan to "aggressively market" a client's property to qualified buyers. How do you do that?

**A.** *I start by networking--with my active buyers and other Realtors-- delivering colorful materials, holding a Brokers reception, email and the phone. Then I use postcards, emails, newspaper ads and the internet to advertise the property to the buying public. Finally, I implement Weichert's highly-acclaimed Open House program until the property is sold. I never leave out any part of the marketing plan because you never know which promotional activity will bring the right buyer.*

**Q.** Wow -- that sounds expensive ... do you pay for all that?

**A.** *Most of it, yes. But, it's worth it because if I list a property and don't get it sold, nobody wins. My sellers will be disappointed, valuable market time is lost, and I don't get paid. So, the costs are an investment in success.*

**Q.** Now, what about buyers? With all the housing inventory right now, do you find that buyers want to see more properties than they used to?

**A.** *Yes, and no. When I begin working with buyers, I spend 30-60 minutes finding out about their lifestyle -- do they entertain a lot, frequently host overnight guests, do they have children, do they regard their home as a refuge, etc. And I try to learn their life plans -- where they expect to be in 5 years. This helps me narrow the list of potential properties. As we go thru the listings and pictures on the Internet, I further define the list based on*

*their comments. This saves my clients valuable time, so that by the time we actually get in the car, our list is pretty manageable.*

**Q.** *These days, we hear a lot about mortgage pre-approvals being pretty important – and even that some lenders are unable to live up to their commitments. How can you help a buyer forestall a problem in that arena?*

**A.** *You're really asking about two related issues. First, you're right, a mortgage pre-approval is essential before you begin your home search. The pre-approval helps you define your price-range and, depending on what you're looking for, it may suggest the communities you should consider.*

*And, of course, it is devastating when a mortgage lender has provided a mortgage commitment and then doesn't come through at closing time. But it does happen – more than we like today.*

*To ensure that my buyers are looking in the right price range for them, and to make sure the mortgage money will be there when they close, I always start by introducing my buyers to my in-house Gold Services Manager -- who has more than 20 years experience. She interviews my buyers and provides the appropriate pre-approval on the spot. The whole process takes about 45 minutes -- and it's free and without obligation!*

*More importantly, when my buyers are ready to close Weichert Financial ALWAYS comes through. In fact, they guarantee it!*

**Q.** *What do you think makes you successful?"*

**A.** *One of my strengths is my rapid response to my clients. People want their questions and concerns handled instantly -- I know I do -- so I make sure I get the information they need within a few hours. Another thing is, I'm a "fixer." Someone once said "live in the solution, not the problem." By taking on the challenges, I leave my clients free to happily anticipate the end result of all our work -- the closing.*

**Q.** *You sound very excited about what you do ... almost like real estate is your life ... is it?*

**A.** *Sometimes it feels that way ... but no, the best part of my life is my husband and son, and the rest of my family. It's true, though, that I DO enjoy what I do -- and nothing, short of my family, gets in the way of my making things come out right for my clients.*