



RICHARD GORDON
"THE KEY TO HOMES IN MARYLAND."



FOR MARYLAND REAL ESTATE INVESTORS

How to Use a Realtor® to Make You Money

Savvy investors realize that an *investor-friendly* Realtor® is an essential part of their team. Realtors can prove to be invaluable when it comes to locating properties, evaluating and negotiating deals that maximize your profits.

Buying an Investment Property

Obviously one of the most valuable benefits to using a Realtor is that they can help you locate investment properties. Often Realtors become aware of an investment opportunity that would have never come across your desk — such as, sleeper deals, where seller lists their home too low; or distressed properties sitting on the market which other investors missed. Investor-friendly Realtors are resourceful and use a variety of tools and resources to locate properties within your targeted investment profile.

More than just a "bird-dog", the Realtor can also research comparable properties and educate you on the area's market trends. More importantly, the time you save can be used to refurbish your properties, handle tenant issues and other tasks.

Selling an Investment Property

Trying to sell your home yourself may result in your property staying on the market long — which means carrying costs. Exposure is the key to selling a property. Realtors can increase your exposure by placing your listing on the Multiple Listing Service (MLS). The MLS is the top

resource used by buyers and agents to locate homes. If your property is not listed by a Realtor on the MLS, many buyers and agents will not be exposed to your home for sale.

What about the commission? Yes, there are fees with using a Realtor. Some Realtors are willing to negotiate non-exclusive deals and discounted commissions, especially if you use them frequently. Many investors find it beneficial to offer the Realtor a bonus for a quick sale.

Working with an Investor-Friendly Realtor®

Start by looking at agents who specialize in the area where the property is located. Investor-friendly Realtors will work with you to accomplish your investing objectives. Tell the agent exactly what you are looking for. When selling, give your agent a written outline of the property's features and selling points.

Unsure whether to use a listing agent or a selling agent? Here are some points to keep in mind: A listing agent represents the seller and their concerns. A seller's agent works with the buyer to locate properties, provide comparables and provide property inspection assistance.

An investor-friendly Realtor can help you find profitable properties, negotiate contracts, close deals and create win-win situations you can take to the bank.

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