

SOUND OFF



Q: Does technology replace the need for a Realtor?

A: Although buyers and sellers can get a vast amount of online information, this does not eliminate the need for a skilled real estate agent. Real estate transactions are very complex and can be a large financial and emotional undertaking. A Realtor's® job is to remove the emotion and use knowledge and expertise to negotiate for the client. An experienced real estate agent will make sure the clients best interests are represented. When interviewing agents, do your homework. Most agents have websites with information about their experience and client testimonials.

Consumers should make sure their agent will fiercely negotiate on their behalf, understand the contracts and other required documents, and will hold their hand throughout the process. Trying to eliminate a Realtor® can end up being more costly in the long run.

— *Leslie Lerner*
Leslie Lerner Properties
713-489-9900