



A Broker's Responsibilities

Your Kentwood Broker will provide the luxury of personalized service and take care of it all, from specialized market knowledge to negotiating and closing your transaction.

Expert Guidance

- » Provide a marketing strategy, a competitive market analysis and recommend an appropriate list price for the sale of your property
- » Market your property to buyers and other agents utilizing all possible appropriate methods
- » Make recommendations on staging, potential repairs and cleaning your property, in order to make your home more attractive to buyers
- » Suggest quality professionals, including attorneys, handymen, stagers and inspectors
- » Guide you in making informed decisions leading to a satisfactory sale
- » Present and respond to all offers in a timely manner
- » Negotiate the best price and terms possible, always keeping your specific goals in mind

Responsiveness

- » Act in good faith at all times
- » Adhere to your instructions
- » Return calls, texts and emails promptly
- » Closely track dates and deadlines

Accounting

- » Receive and remit earnest money deposits
- » Receive and deliver all documents in a timely manner
- » Review final settlement statements

Loyalty

- » Place your interests above all others
- » Keep your personal information strictly confidential
- » Ensure that all parties to the transaction are fully informed about any material facts that may affect the transaction