

August 20, 2021



## *Dave Windsor's 'Alaska Real Estate'*

*as published in the Anchorage Daily News*

### **REAL ESTATE AND DERMATOLOGY**

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When a doctor recently told me that, because I was Australian, I needed Electro Desiccation & Curettage, I almost freaked out!

Words can be scary and I much prefer the "E.D. & C." that the receptionist called it. All those beautiful beach days in Perth under a thin ozone layer apparently took their toll but a competent doctor has taken the 'scary' out of me.

Real Estate can also be scary, especially if it's your first home, but a competent Realtor can take the 'scary' away. As long as you find the right real estate licensee for you, everything will be okay.

But before you make your choice, and before you sign the Buyer Representation Agreement, do a sober assessment of your choices.

Just because a licensee is charming, or a friend of the family, that doesn't mean they are the best person for the job. Just because they

have been in the business for over 10 years, and may be experienced, that does not mean they are competent. Sweetness, or impressive visual materials, or even flowing speech do not necessarily point to the best choice.

Interview 3 possibles. The exception would be if you have been referred to a Realtor by an absolute trusted person - then you might want to trust whom your trusted friend trusts.

The most important quality of your real estate professional is, like a spouse, good and frequent communication. Find out how available the licensee is to take your calls or answer a text. Many a homebuyer misses out because their licensee was just too slow to respond and be available on the day.

Although everyone deserves time-out, the real estate business happens 24/7 and you need to know how to find your licensee when Zillow lights up

your screen with an appealing piece of property.

Dependable and conscientious people are a rare commodity these days, in and out of business, but if you want to take the 'scary' out of buying or selling a large life investment like your house, you should take that first step with great care.

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