



# What is a Professional?

When buying or selling a home you will likely engage the services of a Real Estate Licensee. So what are the rules for hiring someone to help you? Is it how nice they look on their business card? Is it how charming they are when they visit? Is it the number of credentials attached to their name?

Here are 3 rules for you to follow before you engage a licensee to assist or represent you. You deserve a "Professional", especially since the compensation for those services is quite lucrative.

**1. Education:** A professional should be well educated. To obtain a degree in most professions, tertiary or college education is required. Do you know of a doctor or lawyer who started practicing straight out of high school?

With statutory provisions that enable almost anyone to pass a multiple choice exam after a couple of weeks in class to obtain a license to practice real estate (something to which I have objected for many years), your real estate licensee may be underpowered for the very technical issues that arise during the course of a real estate transaction.

You might also include in your interview of a prospective licensee questions about their post-

licensing education to seek additional credentials such as C.R.S. or G.R.I. After 2 years in the business your prospective licensee could have invested a further effort to qualify as an Associate Broker also.

Whilst there are good and bad doctors, lawyers and mechanics, education generally increases knowledge, and knowledge is power working for you.

**2. Experience:** I remember the crazy days when I had a sled dog team in Talkeetna. I was unable to compete with experienced dog mushers. Starting from my home on Question Lake I headed East on trails into the wilderness but had to navigate serious woodlands and snow-berms to access those trails. The first year I actually lost my dog-team a couple of times after I fell off the sled. Rule #1 - Never ever let go of the sled! Dog mushing skills improved over time just as in any profession.

Experience adds critical skills to basic knowledge, however smart you are. A seasoned professional, with at least 5 years in the business, or preferably 10 years, will have more to contribute than a first year graduate, but see rule 3 before writing off anyone.

**3. Attitude:** The scriptures say "It is not age that giveth wisdom. It is the spirit in a man, the breath of the

almighty".

What clinches your choice of a real estate representative for your home purchase or sale is not the I.Q. or even the E.Q. but the A.Q. The Attitude Quotient outweighs the Intelligence Quotient and the Emotional Quotient every time.

Your licensee should be available 6 days a week, return calls promptly, and be hard-working. This sincere attitude to do a great job deserves full credit. Besides, we all have to start somewhere, even if we fall off the sled a few times!

**Conclusion:** The main point here is not to put younger real estate licensees out of business but to suggest that you, the consuming public, demand the highest standards for assistance with one of the biggest transactions you will undertake in a lifetime.

Dave  
Windsor

