

ASK THE PROFESSIONAL



Sue Jones on Real Estate

Sue Jones is a REALTOR as well as Owner/Partner of Keller Williams Real Estate, Doylestown Office.

Experience: Sue's experience spans over 30 years, providing professional help to both buyers and sellers in our local market.

Designations/Memberships: Holding the coveted GRI designation - Graduate of the Realtor Institute; Memberships in the National, Pennsylvania and Bucks County Association of Realtors.

Education: Sue feels that ongoing "fine tuning" of the ever-changing regulations, laws and procedures that guide the professional REALTOR to properly represent the public and which shape the Real Estate Industry are of the utmost importance, and this is her pledge and commitment.

Why Real Estate as a Career? When asked "What made you choose Real Estate as a career?" Sue answered "I wanted to be in a helping field and decided that Real Estate offered that, helping people with their most important investment."

By: Sue Jones
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Realtor Representation 101

Question: Sue, Can we use the same Realtor to buy our next home and to also sell our current home? - N & K

Answer: Yes, you can, and there are different and yet similar responsibilities.

Seller's Agent: A Realtor who is employed by and represents only the Seller in a transaction is a "Seller's Agent." This agent is also known as a "listing agent," because the agent lists the home for sale and generally markets it through a Multiple Listing Service. The listing agreement serves as a contract between the Seller and the Agent and spells out how the Seller's Agent will be paid. Responsibilities of a Seller's Agent include getting the highest purchase price and best terms possible for the Seller.

Buyer's Agent: A Realtor who is employed by and represents only the Buyer is a "Buyer's Agent." The agreement between the Buyer and the Buyer's Agent serves as a contract between them and typically spells out the Agent's duties and how the Agent will be paid. In addition to helping the Buyer with the home-finding process, the responsibilities of a Buyer's Agent include representing the Buyer's interests throughout, and working to negotiate the best price and terms for the Buyer.

Dual Agent: As a Dual Agent, the Realtor works for both the Seller and the Buyer. A Dual Agent may not take

any action that is adverse or detrimental to either party but must disclose known material defects about the property. A licensee must have the written consent of both parties before acting as a Dual Agent.

State statutes and common law determine how a Dual Agency is handled. Your real estate professional can explain the alternatives to you. Keep in mind, however, that a Broker and the associates must maintain the confidentiality of their clients. For instance, without permission, they cannot reveal to a Buyer what lower price their Seller would accept and can't tell a Seller how much more their Buyer is willing to pay.

In a Dual Agency situation, as in other agency relationships, the basic goals haven't changed: the Seller wants to sell, the Buyer wants to buy, and the Agents want to help close the transaction.

Designated Agent: As a Designated Agent, the broker of the selected real estate company designates certain licensees within the company to act exclusively as the Seller Agent and other licensees within the company to act exclusively as the Buyer Agent in the transaction. Because the broker supervises all of the licensees, the broker automatically serves as a Dual Agent. Additionally, the broker has the duty to take reasonable steps to assure that confidential information is not disclosed within the company.

Testimonial

Dear Sue, We just returned from a trip to Amsterdam and were thrilled to receive your wonderful Keepsake Book filled with photos of our "Doylestown" house. It reinforces all our fond memories and it was so sweet of you to think of us. Thank you, Thank you, Thank you. Fondly, I and D

SUE JONES REALTOR, GRI Owner/Partner

*'I have 30+ years experience
bringing Buyers and Sellers together'*



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