

What Does a Real Estate Agent do?

Agents in Ontario must be registered, which requires completing the necessary education, and carrying consumer deposit insurance and professional liability insurance. Real estate agents provide valuable information, advice, and guidance to buyers and sellers as they navigate the complexities of real estate transactions.

What is a Real Estate Agent? the agent is incubator, initiator, action-taker, coordinator, scheduler, personal concierge, resource person, problem-solver, mediator, miracle worker, red-tape cutter, transaction manager and chief make-it-happen officer of everything else that doesn't fall into the prior categories.

What are the Typical Duties of a Real Estate Agent? An agent has a workday like anyone else, but there are typically little to no boundaries to that agent's day and week. Here's how an agent's workday often goes:

- **Responding** - There are no official days off in real estate. You might have spans without any scheduled appointments, but there are always inquiries, emails and texts to respond to.
- **Problem-solving and crisis** management happens at every turn. This entails educating clients about the realities of what they are trying to accomplish
- **Setting and Attending appointments**
- **Reviewing MLS activity**
- **Schedule Showing, Property itineraries** - requires a delicate dance that takes into consideration geography and logistics against the backdrop of unknown time constraints that sellers may impose.
- **Negotiating offers and managing the sale**- offers negotiations may go on for days or weeks. Once an offer gets worked out and a property goes under contract, that is just the beginning. From whatever side of the transaction they represent – buyer or seller – agents need to make sure everyone is fulfilling their obligations of the transaction in a timely manner.
- **Marketing and business development** agents pour into their brand, knowledge and expertise. That website, newsletter, postcard, video or other marketing pieces (social media posts, custom property ads).

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Despite what reality television portrays, agents don't simply ride around in expensive cars or have their private driver take them to unlock a door. They don't show up in designer clothes at some swanky place to negotiate a deal over trendy cocktails.

In short, real estate is a profession full of follow-up, follow-up, follow-up; multi-tasking; prioritizing, re-prioritizing; juggling; figuring out how to be in three places at once; evaluating, advising and coaching; hand-holding; researching and problem-solving; and responding.

If you are a seller, an agent can:

- Advise you on market conditions and the best strategy to attract buyers and get the best price for your home
- Market or advertise your home, including arranging photographs, videos and virtual tours
- Provide referrals to other professionals you'll need, like a lawyer or home staging company
- Arrange and attend home inspections and appraisals • Arrange showings for interested buyers
- Advise you on how to handle competing offers, sharing the content of competing offers, and other aspects of the transaction
- Vet offers and potential buyers to ensure they can afford to buy your property
- Negotiate with buyers to achieve the best results, price, and terms, for you
- Guide you through paperwork and closing the transaction successfully

If you are a buyer, an agent can:

- Assist you with getting pre-approvals for financing so you know how much you can afford
- Make you aware of any tax exemptions you might be eligible for
- Gather and share information about neighbourhoods and homes that meet your requirements, and arrange to show you homes you'd like to see • Make inquiries about zoning, permitted property use, or other aspects of the home
- Advise you on the best approach in competing offer situations and how to protect your offer information
- Negotiate with sellers to achieve the best results, price, and terms, for you
- Guide you through paperwork and closing the transaction successfully
- Provide referrals to other professionals you'll need (for example, home inspectors, lawyers, or contractors)

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