

# Diligence Is 'Name Of Game' For Realtors In Selling

BY CHARLES ALLEN

Not long ago a homeowner phoned to ask if I would be diligent in selling her house if she listed it with me.

After the first surprise at such a question, I began to think maybe she had a point. Even though I know I will try hard to sell her property and people who know me have reason to believe that is true, what indication does she have of diligence? What indication does any homeowner have that any Realtor or other real estate broker will be diligent in finding a buyer?

It would be possible to give references, but that is not really very satisfactory. The fact that the Realtor or other real estate broker has been in business, apparently successfully for however long applies, should be as good an indication.

But in my case, I told her about the multiple listing service operated by the Board of Realtors to which

I belong. Behind her question was the worry that possible buyers wouldn't know her house was for sale. Multiple listing services have been developed to help solve that problem.

**THE MLS LISTS** a property offered by a member of the service so that any member can show and sell it, not just the listing broker. The broker is still the agent of the seller, so offers should be made through him or with his knowledge.

The rules of the MLS provide for a split of the commission if someone else sells it. The listing broker makes full commission only if his own office finds the buyer, an incentive in itself.

Her next question was: "But will you advertise it?"

Yes and no and maybe. One of the disadvantages a homeowner must face if he wants to sell his home himself is that that is his starting point. He puts a sign out front and usually

advertises, then hopes the right kind of buyer who recognizes its worth at the price asked, has a source of financing, and isn't just a looker, comes by.

A Realtor or other real estate broker is also acting as agent for buyers. He usually knows of buyers who are looking for a particular type of house in a particular location, the price range, etc.

If the seller's house fits any of these buyers, that's the first step, even before putting it on the multiple listing service or advertising.

**IT'S SAFE** to say that perhaps half of all of the property listed for sale with a Realtor is sold in this way. If there are no buyers in this category, then listing on the multiple listing service follows, and advertising. At that point the only way the Realtor can earn a full commission on the house, in the face of competition from other members of the MLS, is to find new

prospects and advertising is the principle way.

So the answer is then "Yes" to the advertising question. When, where, and how it will be worded are factors that the Realtor must determine according to his judgment and experience.

From then on, the question of how diligent he will be depends on how hard he works at his job. Those who are successful in business usually work hard enough to be successful.

The homeowner's question of diligence is not presumptuous. It needs to be answered.

## Names New Aide

Ronald J. Weisburg has joined the professional staff of the United Northwestern Realty Association - Western Wayne-Oakland County Board of Realtors as Executive Secretary.

Serving previously with non-profit community-based

organizations in the Detroit and northern California areas, Weisburg now succeeds Paul L. Fisher who has held the UNRA staff post for the past two years.

A Realtor for more than 22 years and Board President in 1964, Fisher is an authority in Realtor professional standards and education.

He reports directly to Frank L. Crosby, UNRA executive vice-president.

Just prior to joining UNRA, Weisburg was Information Director of the Traffic Improvement Association of Oakland County, Bloomfield Hills. There, he was charged with coordinating a total program of educational efforts aimed at reducing the number of highway crashes within that county.

Earlier he had served with the Heart Association of the Redwood Empire in Santa Rosa, Calif., as a general consultant in public and professional education.

Weisburg is an active member of Sigma Delta Chi, professional journalism society as well as membership chairman of the Detroit Chapter. He also is a member of the Public Relations Society of America and the Detroit Press Club.

A native Detroitite and a 1965 graduate journalist of the University of Detroit, he resides with his wife Christine and two children in Detroit's westside.



Ron Weisburg

## Pleasure To Close

By TOM NOTEBAERT  
Plymouth Realtor

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