

WHAT I CAN'T DO FOR YOU!

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Markets are free; they are immense in size, and nobody, not even an industry controls them. They are the free choices of rational people choosing to spend money. They tell us how they value market products by how much they spend (and by what they reject). The government may regulate markets, big corporations or conglomerations may seek to influence markets, world organizations may try to manipulate markets, but in reality, no one but God can control everyone on the planet. Bad things happen to markets such as the 7 years of famine we experienced in 2007 through 2012 and we could not stop it- the greatest housing recession since The Great Depression of 1929. We could not prevent it, we could not stop it; we could not fix it quickly.

We are professional agents of and for our clients; Licensees of Oregon and members of the National Association of Realtors (NAR). We go through extensive education, training, mentoring, and supervision to become servants to those who buy or sell real estate properties. We have required and regular continuing education and testing, and the good ones among us are lifetime learners of their craft. Still, **I cannot create a buyer. I cannot make a buyer buy** - even if I could by manipulations and deception, I do not want to do that for any price.

- My job is to **PRESENT your property** as creatively, as attractively, as enticing and interesting as possible to attract people to come and see it.
- It is my job to **PROMOTE your property** far and wide, in myriads of venues, and to many different kinds of people, and in many ways so they want to buy your property.
- My job is to **PROVIDE to the buyers who show interest** access, opportunity and answers to their questions and inquiries so they can accomplish their goal of buying your property.
- My job is to **PRE-EMPT obstacles from interfering with their desires and your sale** both in considering your property, and in the sales transaction.
- Most of my job when we get a buyer is **PROBLEM-SOLVING** to get it closed.

Still, **I cannot create a buyer and I cannot make a buyer buy.** It may not be fair, but it is reality. I will focus on what I can do, not what I cannot do. You and I may both regret this limitation but my best service to you is to do what I can for you. Remember this when the marketplace is unkind.

Randy

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P.S. It is my hope that your property and your pricing will create a buyer and make a buyer buy! That still leaves lots of work for me to do...