

Marketing and Lead Gen

M: How much should I depend on my real estate agent?

What is the job of a real estate agent? To provide information. Period. Your job as principal is to gather as much good, meaningful information as possible and then make the ultimate decision. Your real estate agent is no different than your accountant, attorney or any other professional you hire. A wise management truism for all real estate principals is as follows: "You can delegate authority, but you can't delegate responsibility."

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