

# Choose wisely when seeking a realtor

*Mario Fazio - October 2025*

The real estate market is always changing, yet some things remain the same. There are 433 realtors registered with the Sarnia-Lambton Association of Realtors, and many more working here from out of town.

Everyone knows a realtor or realtors, but do you really know what that person's sales record or results are?

You should be asking about their knowledge in negotiating and back ground in housing or marketing.

Some realtors spend more time and money promoting themselves and not the houses they have for sale. Elaborate videos of themselves walking through a house or down a street is really about getting you to see how great they are, not selling the house. In some cases, videos, drones, floor plans are necessary, but great realistic pictures accompanied by details of the house is what you need most.

Even the recommendation of staging with different furniture is overrated most of the time, especially if it looks artificial.

It is easy to ask if an agent has experience, but also ask how many sales they are involved with annually and what is their list to sale ratio (the number of sales they actually make). The vast majority are involved in just two to four transactions annually and maybe are part time or semi-retired or both.

I'm not advocating to not use these people to help you, but just make sure you understand their level of expertise and commitment before you put the buying or selling of your most valuable assets in their hands.

People who have purchased houses with hidden or oblivious flaws for way too much money will tell you they regret paying for their inexperienced realtor's ongoing education. These are ever changing times, but many people are still buying and selling real estate with experienced realtors with proven track records. Picking a good realtor gives you a huge advantage whether buying or selling. Don't just look at the commission they charge. Too many people shortsightedly choose a realtor based on a cheaper commission. They then often end up getting thousands less in a sale price due to inferior service or being out-negotiated by the other side's agent.

When buying you also need expert help to navigate possible pitfalls, and obtain the very best deal that can be negotiated on your behalf.