

# Balancing out the “*seductive charm*” of Real Estate with the “*precision*” of an experienced Broker!

*Business-savvy decisions in Real Estate don't come easy, and they don't come alone either.*

*Divest yourself from the potential risks of a multifaceted opportunity that may not come necessarily “tailored” in all aspects to your demands by employing the benefits of a “detached connoisseur” in compound benefits!*

As far back as we want to stretch our understanding of the functions and symbols that real estate carries with it, it's probably safe to assume that, from as early as the first human habitation, in some form or another, whether so minute as to be intelligible to us or escaping our intuition today, besides serving the basic human need for a shelter, it simultaneously was used [inadvertently] to impress also the senses with feelings of safety, coziness or as later in time and until to this day with conveying perceptions of grandeur or triumph. It is the *hallmark* of a new “dwelling” place or that it otherwise embodies – the actual sense of improvement and by extension of success.

The act of acquiring property and the financial commitment that it entails, even when it is not the case of it coming with an added cost such as the cost of a mortgage would be, it still brings by way of consequence other subsequent responsibilities or necessary adaptations in terms of life style, attention to maintenance or other similar and often time consuming practical interventions that can be also potentially in direct conflict with the purpose of holding the property and that should be factored in advance of the purchase carefully, therefore, it is for these reasons that we always take care beforehand to explore with our clients and make sure that together with them we think through all of the related aspects that accompany the purchasing of a property including those that extend beyond the immediate transaction into the post transaction period.

Considered from this perspective, purchasing directly from a development site, while at the first sight might appear to satisfy the “wisdom” of obtaining free of charge all of the information necessary to make a purchasing decision regarding a particular piece of property, it will not extend the purchaser decision making analysis to include other crucial considerations that relate to: (i) the comparative advantage of that particular property vis a vis other comparable properties in the immediate area or in an area just as suitable, and (ii) most importantly to how the decision to purchase a particular property will affect the subsequent life of the customer. On this understanding, the apparent “feasibility” of the above-mentioned short cut taken directly to the development site by the customer on his own leaves out in almost 100% of the cases two thirds of the total information that the customer needs to process carefully before concluding with the intended decision to purchase.

It is precisely this huge gap in the customer decision making process that we as real estate agents do fill in an unbiased manner. The whole of our expertise and efforts are making sure that the decision is not made just on the incentive, that understandably, the “thrill” of the dream home carries for example for

first time home owners, but that also prudent attention is given at the same time to the post purchase period so as to make sure that after the initial purchase “thrill” runs out, the customer is not left stuck with the problem of having to suddenly at some point having to get rid of the property. On more times that I would want to quantify this short cut leads at significant financial loss as well in terms of difference in the value of the property, for the simple reason that regardless how exciting the property is or maybe looked, if careful considerations in an unbiased manner would have been given prior to the decision to purchase, it would have become apparent that the property would not have contributed to the total life improvement of the customer or his or her financial well being in the medium and long term. Something that could have been avoided had the services of a professional real estate agent been solicited in the first place.

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