



STRATEGY 40

Who or What is the Most Important Thing in an Exchange?

The following is IMO (in my opinion).

SITUATION	As a broker in a transaction here are your choices for answers to the above question: a) your client b) your client's property c) the other client d) the other client's property e) the other broker f) financing g) geography
POSSIBLE SOLUTION	<ol style="list-style-type: none"> 1. (IMO) It is always the other broker who is most important. 2. The property is inanimate and never hurts. 3. If the other broker is knowledgeable, many times that will circumvent other shortcomings of the property, geography and/or finance. 4. I have closed up to 10 transactions with certain brokers. That weighs heavily, IMO, that the other broker is the most important thing in an exchange (as a general rule)
CONCLUSION	When a knowledgeable broker is presenting an opportunity or writing you an offer, pay close attention as the chances of success go up.
NOTES	You can mechanically improve your odds by transacting with brokers who can deliver.