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Kathy Pinkus

House Calls

WHEN BUYING OR SELLING A HOME, FIND THE RIGHT REALTOR

WHEN BUYING OR SELLING A HOME, direct communication and individual attention are the keys to success and excellent service for the homeowner. Here are some of the lessons I've learned after 17 years of helping homeowners. It can be quite stressful for buyers and sellers at times, and I'd like to think that I bring a sense of calm to the process. It seems as though, at times, I am literally in the business of making "house calls". It's a job I take seriously, as well as enjoy.

In the course of working with my clients, I listen to hopes and dreams, disappointments, job transfers, death, divorce, you name it—all the while trying to focus on options and next steps, and keeping everything confidential. I tell clients all the time that "the

more you tell me, the more I can help you."

I am calm, focused, positive, brutally honest, but in the nicest of "Southern ways," and can usually talk most clients off a ledge. When things go sideways, and sometimes they do, I'm at my best in getting the parties to keep moving forward. I do not give up on a deal, no matter how hopeless it may seem, until an outcome is final.

There are no timelines in my profession. If there is a contract that needs to be written, there is no *let's do it tomorrow*. When a client communicates with me, my return contact is immediate. I've lost friends that just didn't understand why I had to cancel a dinner or lunch date. My clients have to come first because time is of the essence, and their time comes first.

I've delivered contracts to agents at midnight

(thank goodness for Docusign now), gotten signatures in more driveways, sold homes by text, while on beaches in Mexico, and even had to visit a patient at the hospital to get the deal done.

I do it all for one reason, because I care. I work hard for my clients. No one really knows how much an agent can make a difference in a sale. We may say to clear the clutter, clean out your closets, and yes—paint it neutral—but at the end of it all, if you don't have an agent who has your best interest at heart, it can really be a titlewave of emotion. If you are planning to buy or sell a home, take some time to get to know your Realtor, and make sure you communicate well together, can align on your priorities and timeline, and that you are at ease in what could have been a stress-filled experience, will actually be the joy of moving forward with your real estate decisions with a Realtor who understands you. U

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