

Who is Julie Rayner anyway?

by Julie Rayner

I became a real estate agent because I like to help people, I have a talent for problem solving and I am really fond of research. So it's really quite altruistic. I get a kick out of finding just the right house for someone, or putting together the perfect, most awesome campaign which results in my client selling their property for the best possible price. Creating the best campaign for the property to achieve maximum effect is both challenging and just darn good fun! Desktop publishing gets me all fired up. And the whole process of the search for the right house for a client is such a blast. I absolutely LOVE it! And there is nothing quite as satisfying and rewarding as seeing the look on the face of your clients when you show them the property that you just know is 'THE ONE' and you instantly know that you got it right! It's just so exciting! And the genuine smile on your client's face as they sign the contract for their sale.



I'm kind of old fashioned (not Old School) and I fear that I'm not like a lot of other real estate agents I know. So far, I haven't found this to be a bad thing. I want to be the best real estate agent that I can be - I was raised to achieve and I like the ride getting there. So from my point of view, for me to be the best agent that I can be, I have to provide relevant, current information and advice, but more importantly, I have to provide the best service possible to my clients. I like to earn my living and have always believed in yin/yang and Karma (I may have been a hippy in a previous life!) I am employed to provide a service, so my clients are right to expect value for money. I make it my mission to, wherever possible, exceed my client's expectations. Not just because I get a buzz out of it but also to try to improve the image of real estate agents in general. We are definitely all vastly different and you should only ever work with an agent you are comfortable with (me, of course!) (more on those thoughts in another post) Just as a side note, your chosen agent should also be an RCHB - (Reasonably Competent Human Being). I can happily say that I have never worked with a client I didn't like and can't imagine ever doing so. Can you imagine how stressful that would be for the client, let alone me? It's not fair to either of us and I know we'd both be happier if I referred them to another agent.

I know that real estate sales people only just rate and the industry doesn't have an entirely positive image, but I'm proud to be a real estate agent. I think it's the coolest job in the world. And you get to meet such nice people!

So to sum it all up, I'm here to help you. If you've had bad experiences previously, I invite you to [get in touch](#) and find out how much fun real estate can be.

When only the BEST will do.