



**Monica Foster**  
Broker Associate

### About Monica

*"Love your work and you'll never work a day in your life"... for me, that statement says it all. I love what I do, helping others achieve their real estate goals. I am not just a real estate agent, I am a BROKER Associate with RE/MAX Space Center and a REALTOR® - a member of the National Association of Realtors (NAR). This means I work to a higher standard of education and professionalism that translates to an extra level of service for my clients.*

I also believe that continuing education is a necessity in today's market for the betterment of my clients. Thus, I have obtained the prestigious Certified Residential Specialist (CRS) certification along with the Accredited Buyer's Representative (ABR) certification, Certified Negotiation Expert (CNE) certification, Certified Home Marketing Specialist (CHMS) certification, Certified New Home Specialist (CHNS) certification, Certified Distressed Property Expert (CDPE) certification, Short Sale and Foreclosure Resource (SFR) certification, and my Residential Construction Certification (RCC). In addition, my experience in real estate has allowed me to develop invaluable working relationships with other professionals in the real estate industry such as title companies, attorneys, lenders, and appraisers, which my clients benefit from.



### How long have you been in the business?

Monica: I have been helping buyers and sellers with their real estate needs for eight years. In the last four years, my business has grown at a rate of over 600%. As of the first quarter of 2012, I have earned a ranking of #17 RE/MAX agent in the Greater Houston area and #37 in the State of Texas as well as national recognition.



### What are the top 3 things that separate you from other agents?

Monica: I believe that my central philosophy of communication, fast response times, availability to clients and unique marketing strategies separate me from other agents. I maintain an around-the-clock availability to my clients through various avenues such as email, text messaging, phone, internet resources, and marketing. The attention to technology, interconnectedness, and a powerful online presence are all attributes which have enabled me to possess a near perfect customer feedback rating out of some 100+ reviews. I am also the Homes For Heroes affiliate for the Houston Bay Area from Pearland to Baytown south to Texas City.

### What is the biggest mistake you see buyers make in today's market?

Monica: The biggest mistake buyer's make is the "grass is always greener" syndrome. They often look for that "perfect" house as though they were building a custom home and they always think that if they just wait a perfect home will come on the market. They end up frustrated, wasting a lot of time and in some cases paying additional money (month-to-month leases for example). Buyers need to understand that home buying is often a compromise, not only on price but on features as well. They need to list the top 3 things that are most important to them and look for those. Other features are nice-to-haves but not required.

### What is the biggest mistake you see sellers make in today's market?

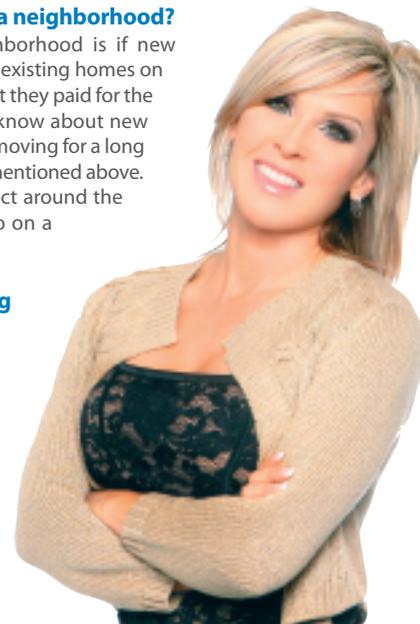
Monica: The biggest mistake sellers often make centers around price. Often sellers price their home too high to give room to negotiate but no one views the home as a result. Also, sellers often do not accept a good offer that comes early in the listing because they think they can get a better offer but often what happens is they end up selling for much lower much later. Sellers often think the market will be get better but that can take some time so they end up with additional mortgage payments or even two depending upon the situation. If a seller has equity then they should sell for what the market will bear instead of an arbitrary number that they feel they should get. This is especially true if the house has a strike against it such as no garage or too few bathrooms. Also, they are confused about improvements to the property. Standard repairs such as a new roof or HVAC are not improvements. Even improvements such as a pool or new kitchen help sell a home (like repairs do) but you never get back all that you put into it.

### What is the one thing buyers and sellers should know about a neighborhood?

Monica: The biggest thing a seller should know about the neighborhood is if new construction is going on or about to go on. Builders typically undercut existing homes on prices and this can make it extremely difficult for a seller to even get what they paid for the home a few years prior often from the same builder! Buyers need to know about new construction as well unless they are very confident that they will not be moving for a long time. Often buyers become sellers in a few years and have the problem mentioned above. Also, of consideration is access to schools and the traffic you can expect around the neighborhood and from the neighborhood to where you need to go on a regular basis.

### What is the most important thing to consider when marketing a house?

Monica: Proper exposure. A home needs to be staged properly with no clutter and professional photos need to be taken. I have often seen photos that are either washed out or are way too dark and do not capture the home well. If there are pictures hanging all over the walls, collectible items, and clutter throughout, this distracts the would-be buyers from what is important - the home. Paint is also important here as well as light colors should be used. Bright pinks and blues might have been good for a child but it turns off buyers. Proper exposure also means getting the property out to all the avenues out there, especially on the internet, like Homes and Land for example.



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