

# It's Your Choice, But Choose Wisely

## Full Service, Full Results Broker (Me) vs. Other Brokers

I understand that selecting the right broker is one of the most important considerations when buying a home. A lot of buyers feel all agents are the same, so I understand why many choose one without doing their diligence by checking online reviews and sales history. Ask yourself this question: if I hire 10 different brokers to help me, will I get the same results from all 10? Of course not! Why? It is very important to understand that an agent's value is based on all of the intangible skills you never see or experience during the process. **Below is critical information to consider before making a decision so you don't end up with an incompetent agent.**

-Me-

- **Aggressive advocate with proven strategies.** I am a professionally trained negotiator (**Former CREN instructor (Certified Real Estate Negotiator)**), with proven negotiation strategies that will give us the best chance of getting the home you want, at the best terms! Not only do I fight for the best price & terms, but for everything else through the entire process (repair requests, appraisals, extensions, etc.)
- **Highest level of care/attention to detail.** 24 years of experience, with over 1,600 home sales. I know how to see around corners, mitigate landmines, and solve problems. I have an excellent reputation with agents and brokers; they like working with me because my process is smooth, and I'm easy to work with. This gives us an advantage during negotiations upfront, and during the escrow process. I am also the current Chair of the Grievance Committee for the Las Vegas Board of Realtors.
- **Exceptionally smooth and efficient process.** You can rest easy knowing we have every base covered and will protect your interests and earnest money. We will handle all of the details!
- **Social proof of successful outcomes.** Over 765, 5-Star reviews online...more than any other individual agent. I am fully transparent (I will provide the name/number from any past client, with their permission).
- **Emotional Intelligence (EQ) and a keen grasp of psychology.** This is critical from start to finish on every transaction. There are many players involved in every sale including agents, brokers, inspectors, buyers, appraisers, contractors, title and escrow, lenders, etc. Managing all of these people requires a lot of attention and EQ. If anything is mishandled during the process, such as a phone call or a delicate situation when emotions are high, it could lead to problems that cost you money and time, or even your sale to fall apart! **With me at the helm you won't have to worry about any of these issues.**



*"Billy was amazing! He found us a house in 1 week! Let me say that again, 1 week! Which is truly incredible since we were living in San Diego, CA at the time. I cannot say enough about his responsiveness and overall attention to detail. If you are looking for the BEST realtor in Las Vegas, look no further. Billy is it."*

-Krissy O.

**BILLY**  
**O'KEEFE**  
REALTOR®/BROKER

- **High level of availability.** Between me and my team, we have very liberal daily hours and we also work weekends. We will never leave you hanging or put you in jeopardy of losing a sale or having a deadline pass without resolution. These mistakes can cost you \$1000's, or even worse, your Dream Home! A high level of communication is critical, and oftentimes quick responses make huge differences in the level of success we attain.
- **Service Guarantees (Your RISK is greatly reduced!)**
  - *If you don't feel I've earned my commission, I will refund all or part of it back to you, at your request, at closing.*
  - *If you're not 100% satisfied with the home you purchase with us representing you, we will sell it without charging you any commission for our listing agent services! Just notify us within 12 months of the purchase of your home and then use us to represent you on the purchase of your next home.*

## *- Other Brokers -*

- **Volume based.** Most agents cannot dedicate the full effort for each client in order to get the best results. Brokers are usually paper pushers, leaving you to fight your own battles.
- **Their processes are inefficient.** We deal with other brokers all the time and we are constantly chasing them for paperwork, and they are often pushing timeframes and asking for extensions, or even worse, forgetting about deadlines! This can cost you money and time, and worse, your dream home!
- **Not solution oriented.** Most brokers will not put the time and energy into solving problems. Their mindset is not on the best service, but the path of least resistance. You would be doing yourself and your family a disservice if you didn't ask these 5 questions before you hire an agent:
  - *What is your process for helping me select the best homes based on my needs and wants?*
  - *Can you take me through your specific negotiation strategy that will get me the best price and terms?*
  - *How do you handle the appraisal process, and what do you do if there is a value issue?*
  - *What are your hours of availability?*
  - *Do you have any service guarantees?*
- **Limited availability.** This business requires long hours and weekends, and most agents are not easy to get in touch with before/after hours and on weekends. Timing is critical in our business, and a missed phone call, or a text that is not responded to quickly, can cost a sale or create a big problem during the process.

***Consider these especially important questions as you are deciding who you want to handle your family's most important investment. The stakes are too high not to:***

- *If you were going into an important legal battle, would you hire just any attorney?*
- *If you were going to get a meaningful tattoo on your body, would you go to just any tattoo parlor?*
- *If you needed a nanny to watch your small children, would you hire just any nanny?*

**Hundreds of 5-Star Reviews**



**"Helping Families Win  
Since 1998!"**

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