



Don't Call An Agent Yet. Call Your Matchmaker First.

*A Friendly Guide to Why Buyers & Sellers Should Start With a Referral Agent
— Not a Random Realtor — Before Buying or Selling a Home*

★ Think of it like a doctor's referral — but for real estate. You wouldn't pick a surgeon at random, so why pick your biggest financial decision's agent that way?



Vetted Matches

Hand-picked agents who fit
YOUR needs



Zero Extra Cost

Referral fees are paid by the
agent, not you



Real Advocacy

Someone in your corner from
day one

★ INSIDE THIS GUIDE ★

Why a referral agent matters • Referral vs. going direct • How the process works •
Must-ask buyer questions • Must-ask seller questions



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Page 1

Buy Smarter. Sell Smarter.

★ Why Talk To a Referral Agent Before an Agent?

Buying or selling a home is one of the biggest financial decisions you'll ever make. A referral agent works like a matchmaker: instead of you gambling on a name from a yard sign or a random online ad, they connect you with a proven, vetted agent who truly fits your situation, your neighborhood, and your goals.

The Problem With Going Straight to “Any” Agent

- **You don't know who you're getting.** A sign in a yard or a random online lead doesn't tell you if that agent is a great negotiator, responsive, or even active in your specific area.
- **Not all agents specialize the same way.** Condos, luxury homes, new construction, relocation, investment property — the right fit matters more than the first name you find.
- **You could get “dual agency” surprises.** Some buyers unknowingly end up with an agent who also represents the seller, which can blur who's really looking out for you.
- **There's no accountability layer.** If it doesn't work out, you're back to square one — alone.

What a Referral Agent Actually Does For You

- **Matchmaking, not guessing.** They tap into a nationwide network and match you to an agent with a track record in your exact market and price point.
- **Costs you nothing extra.** Referral fees are paid agent-to-agent from the eventual commission — never an added cost to you as the buyer or seller.
- **Built-in accountability.** Your referral agent's reputation is on the line with every match, so they're motivated to connect you with someone excellent.
- **One phone call, real guidance.** You get a knowledgeable point of contact who can answer questions honestly, even before you've picked your local agent.
- **A backup plan.** If the match isn't right, your referral agent can help you pivot — no awkwardness, no being stuck.

★ Bottom line: one extra phone call now can save you months of stress, thousands of dollars, and a lot of second-guessing later.

★ Meet Your Matchmaker

David G. Reis, MD brings a physician's eye for careful diagnosis to real estate: listening first, then prescribing the right agent for your specific needs — not a one-size-fits-all referral. Think of him as your second opinion before you commit to the biggest transaction of your year.



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★ Referral Agent vs. Going Direct

Here's a side-by-side look at what changes when you start with a referral agent versus picking an agent cold.

What You Get	Going Direct / Random Agent	Starting With a Referral Agent
Agent vetting	Unknown track record	Pre-vetted, proven performers
Local market expertise	Hit or miss	Matched to your exact area
Cost to you	Same commission structure	Same commission — no added fee
Accountability	None if it goes wrong	Referral agent stays in your corner
Negotiation leverage	Depends on luck	Matched agent proven to advocate hard
Peace of mind	You're on your own	Guided from the very first call

★ How the Referral Process Works

- 1 You reach out** — One quick call or email with David — no cost, no obligation.
- 2 You get matched** — David connects you with a top local agent suited to your goals, timeline, and price point.
- 3 You interview & decide** — You choose whether the match feels right — always your call.
- 4 You buy or sell with confidence** — Your matched agent handles the transaction; David remains a resource in the background.

★ No cost. No obligation. No pressure. Just a better starting point.



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Page 3

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★ Questions Every Buyer Should Ask

Before you sign with any agent — referred or not — come prepared. Great questions reveal a great fit.

Finding the Right Fit

1. How many buyers are you currently working with, and how much time can you realistically give me?
2. How well do you know this specific neighborhood or area?
3. What's your strategy for helping me win a home in a competitive or multiple-offer situation?
4. Can you walk me through your process for helping me get pre-approved and stay within budget?
5. How do you handle inspections, and will you help me negotiate repairs or credits?

Trust & Transparency

1. Are you representing me exclusively, or could you also represent the seller (dual agency)?
2. What are all the costs I should expect beyond the purchase price (closing costs, inspections, etc.)?
3. How will you communicate with me, and how often should I expect updates?
4. What happens if I'm not happy with the match — can I switch agents?

★ Pro Tip for Buyers

Write your questions down and bring them to your first conversation — whether that's with your referral agent or your matched agent. The way someone answers (clear, specific, honest) tells you as much as what they say.



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Page 4

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★ Questions Every Seller Should Ask

Selling is about pricing, marketing, and negotiation. Make sure your agent can prove their approach in all three.

Pricing & Marketing Strategy

1. How will you determine the right listing price for my home?
2. What's your specific marketing plan — photography, staging, social media, open houses?
3. How many homes have you sold in my neighborhood in the last 12 months?
4. What is your average “list price to sale price” ratio and average days on market?
5. How will you handle multiple offers to get me the best possible terms, not just price?

Commitment & Communication

1. What are your commission and fee structures, and are they negotiable?
2. Will you personally handle showings and negotiations, or will a team member?
3. How will you keep me informed throughout the process?
4. What happens if my home doesn't sell in the expected timeframe?

★ Ready to get matched with the right agent? One quick call is all it takes.

★ Let's Find Your Match

Whether you're buying your first home, upgrading, downsizing, or selling to move on to your next chapter — a five-minute conversation now means a much smoother journey ahead. Reach out any time; there's never a cost or obligation to ask.

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Page 5

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