

Broker Reputation Key in Buyers' Decision Making

When recreational land buyers are picking a broker to help them find the perfect property, the broker's reputation is the top factor in the decision-making process, according to a survey by LandThink.com.

In the [survey of LandThink readers](#), 59.2 percent of respondents listed the broker's reputation as the most important factor. That certainly explains why the brokers in the PotlatchDeltic Preferred Broker network are so successful – they are highly experienced experts who have built reputations as the people to see for recreational property.

Coming in second in the survey results, at 48.2 percent, was the personality of the salesperson, followed by sales fee/commission (45.9 percent) and referrals or references (36.8 percent).

Almost all of these responses come back to the quality of the professional a buyer is going to work with. And there are some simple questions you can ask to determine whether a broker will be a good fit, as [Jonathan Goode of the Preferred Broker network wrote about in a LandThink blog post](#).

Among Jonathan's tips:

- Ask family and friends.
- Do online searches for "land for sale" in your geographic area of interest, and see what brokers are listing property there with a quality marketing presence.
- And, check for the broker's experience and professional designations.

Odds are that when you look for recreational property in Minnesota, Idaho, Arkansas, Alabama and Mississippi, you'll see that the PotlatchDeltic Preferred Brokers are among the top land brokers in each of those states. In fact, 11 brokerages in the Preferred Broker network were named to the [Land Report's "America's Best Brokerages 2018" list](#).

And not only are these brokers successful, they have built their businesses by doing things the right way and focusing on the customer first. [Call one of them today to get your own process started!](#)

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