



Buying or selling a home is a big step, an exciting step. But more often than not, it becomes a frustrating step, a tedious step, a confusing and challenging step. But it doesn't have to be.

As a realtor, Sidney Jimenez, knows how to make his clients feel like winners at the end of the game. After all, home ownership is a game worth playing, right? If it is a game, shouldn't the outcome be winning and shouldn't the process be fun? Sidney thinks so.

"Competition has always brought out the best in me," he added, mentioning that in addition to the Real Estate game, he also plays a great game of softball and spent ten years placing in the top ten in national tournaments.

In addition, he is a family man. He spends his off-time with his wife and two young daughters at this home in Pembroke Pines. He knows first hand about the needs of a family and he translates that into a win-win for his clientele.

"If I can help someone and can save them money, then I have met my goal," he said humbly.

He puts his clients and their family first when it comes to business. "My goal is to save them money and help achieve the ultimate goal of selling their home," he emphasized as he outlined a detailed formula that he utilizes in his business practice that makes his service not only top notch but different than all the rest.

His ideas, some may say, are revolutionary. But he doesn't mind sharing his trade secrets with the Pines Advisor and its readers. "You may not be my client, yet, but my goal is to help you achieve your objective."

First is his "Easy Exit" program. Most Real Estate brokerages lock in the client with a 3-6 month contract, for example. He doesn't, if the realtor is

not doing the job in the client's eyes, the client should have the right to fire him or her right away. "This benefits the clients in two ways. First, it gives the client the satisfaction of knowing that they are free to move onto another realtor if I'm not doing the job for them. Second, it helps me perform better knowing that I could lose the job if I do not," explained Sidney, who readily accepts and rather prefers the challenge of this unique system. "Anything that benefits the client is a plus to me," he added.

Another advantage of working with Sidney is that he doesn't tack on extra fees on top of the normal commission. There are no additional hidden processing fees. The commission put forward at the beginning of negotiations is the same in the beginning as it is in the end, if not lower.

Another revolutionary idea Sidney believes in, and quite frankly the most controversial amongst his counterparts, is the idea of only paying one side of the commission if there is only one Realtor involved. In other words, there are times when the buyer of your home is not represented and there is no real need to pay a contributing commission because there is no other Realtor, just the one representing you—the seller. Most other firms charge that other side of the commission saying they are representing the buyer. Sidney believes that he was hired to represent you, the seller, and if there is no other Realtor involved you should reap the benefits of that scenario. "I'm not here to line my pockets, I just want to help my clients achieve their goals and save as much money as they can."

Sidney also let's the seller try to sell their home on their own the entire time. "It's their house and they should have the right to try and sell it despite hiring me," says Sidney. "I'll take it a step further, if they find a buyer without the help of our marketing like a co-worker for example. I'll just walk away and they won't owe me a penny."

On the other hand, if they want me to do their paperwork and go through the process of making sure the buyer is qualified and that the offer has the best interest of the seller represented, then Sidney charges less than the ordinary percentage to do so! Sidney Jimenez, once again, feels that this is just one more service he can offer his clients to, help them on the sale of their home and keep them coming back for more help when it comes time to purchase their next home. He also welcomes referrals.

Many firms like to keep the client in the dark as to their transactions, not with Sidney's group. Individually, Sidney makes sure to reveal everything to the client, sitting down with them and explaining the process one on one. He even has an online system where every single transaction pertaining to that home is tracked and the client receives a private password to access it 24 hours per day. At the end of the sale, the client receives a CD of all the transactions for their files. "It is much simpler than a bunch of papers," laughed Sidney.

Is Sidney Jimenez and his firm trying to start a revolution? Maybe. But their main goal is to make the client happy and for Sidney Jimenez, that is the winning difference.

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If you are ready to sell or buy a home, call Sidney at **954-665-9449** or visit www.SidneyJimenez.com.