

ACME REAL ESTATE COMPANY

Blog from Zach Rogers - Seller Representative Specialist (SRS), Broker and Owner



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"I would love your business but I aim to earn your trust"

Zach Rogers



81% of recent sellers contacted only ONE agent before finding the right agent to sell their home...

When it comes to selling your home, finding the right agent makes all the difference! ☐☐ Most sellers know right away when they've met "the one"—and I'd love to be that agent for you. Ready to make your move? Let's chat today!

[LINK TO ARTICLE](#)

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HOME SELLING
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What is a Seller Representative Specialist and why you should work with a Realtor that is an SRS!

A Seller Representative Specialist (SRS) is a real estate professional who has earned a specialized designation that equips Realtors with the knowledge and skills necessary to effectively advocate for sellers during the home-selling process. SRS designees are trained to handle the complexities of pricing strategies, marketing, negotiation, and legal obligations that come with selling a property.

Working with a realtor who has the SRS designation is especially valuable in today's competitive real estate market. The housing market can be unpredictable, with fluctuating demand, shifting buyer preferences, and evolving regulations. A realtor with SRS certification understands these dynamics and is better equipped to navigate them, ensuring that sellers maximize their profits while minimizing potential risks.