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John L. Scott Agent Turns The “D-Word” Into Business

Personal experience with divorce led to a new niche

Seattle – John L. Scott Real Estate Broker, Scott Weeda, knows first-hand how difficult divorce can be; he went through it himself in 2008. But as the saying goes, in every dark cloud there is a silver lining – and Weeda’s was the realization that he could use his own experience and real estate profession to help others going through this process.

“It’s interesting how our own experiences so often evolve how we interpret life’s challenges,” said Weeda. “Before my own difficult divorce, I viewed divorcing home sellers as a mine field. I imagined their real estate agent as a fish in a barrel. Only after I experienced the pain and stress of divorce first hand did I gain a real understanding. I now view divorcing clients differently – they are home owners in an extremely stressful situation. In many cases the joint ownership of the property is the only remaining tie that connects them, and they usually want to cut that last tie as quickly as possible.”

Weeda says that sales that occur as a result of divorce are far different than “normal” real estate transactions. For example, divorcing couples often dislike each other, sometimes to the point of refusing to communicate. Attorneys are often involved in the sale process; each with a different idea of how the transaction should take place. Weeda adds that in some instances one spouse is more inflexible about the sale price while the other just wants to complete the process as quickly as possible. Weeda says that there is usually a great deal of pain involved, especially when children are being relocated as well.

Here is how Weeda breaks down the difference in general terms:

<u>Normal</u>	<u>Divorce</u>
<i>Shared goal</i>	<i>Different goals</i>
<i>One Team</i>	<i>Several teams</i>
<i>The NEXT step</i>	<i>The LAST step</i>
<i>Happy</i>	<i>Bitter sweet</i>
<i>Usually Win-win</i>	<i>Often adversarial</i>

In choosing to work with divorcing couples, Weeda says that it’s critical to be impartial. “I know that I am not easily frustrated by the occasional situation when a client responds emotionally. My divorcing clients appreciate my advice, focus, optimism, and my empathy. They love it when I pay attention to

how they want to communicate – either together or individually – and their attorneys like my professionalism, efficiency, and quick paperwork handling,” said Weeda.

Some agents like selling condos while others specialize in waterfront homes or short sales, but Weeda sees working with divorcing couples as an essential part of their dissolution and an area where he can bring real value. Weeda concludes by saying, “I know what they are going through and I pride myself on measuring success by ensuring that the home selling process is as unstressful as possible while adhering to the goals of all parties.”

If you would like to speak with Scott Weeda, please email shelleyro@johnlscott.com or call 425-394-0938.

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