

# Being the Best



LISTED AND SOLD BY

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## Believing in education

Although neither of my parents graduated college, from a very early age there was never any doubt about the expectations for my older brother, Eddie, and myself. We are the first generation of our family to get college degrees. In fact, my brother is now a college professor (and a good one, if I can be allowed a moment of fraternal pride).

I went a different route, pursuing a Master of Public Administration degree with a specialization in Urban Planning, and a career that involved many years in government as an employee, an elected official, and a concerned citizen. **I strongly believe learning is a lifelong adventure.**

## Learning to serve you better

My point, and I do have one, is that I take my education and training as a real estate agent very seriously. It is important to me that I do my very best for you. The only way to do that is to never stop preparing myself for the challenges that may be just around the corner. So, whether it's condo law or foreclosures or using new technology, **every class I take is with the aim of being the best agent I can possibly be.**



## About designations

You'll probably see an alphabet soup of letters following the name of some agents and wonder, what in the world is that about? These often represent special designations agents have obtained by taking in-depth classes. Here are a few you'll find after my name...



**Accredited Buyer Representative (ABR)** - The ABR designation is designed for real estate buyer agents who focus on working directly with buyer-clients. When you decide to earn your ABR, you gain valuable real estate education that elevates your skills and knowledge as well as ongoing specialized information, programs and updates that help you stay on top of the issues and trends in successfully representing homebuyers.



**Accredited Staging Professional (ASP)** - Unlike home decorating, staging sets the scene throughout the house to create immediate buyer interest in your property by eliminating clutter, depersonalizing, and other proven techniques. Staged homes sell quicker and for more money. An ASP has been trained to use these principles to make your home the best listing it can be.



**GREEN** - The GREEN designation was created for real estate professionals who seek an in-depth understanding of "what green means." Training includes green building principles and practices, regulatory issues, sustainable communities and land planning, green living, and much more.

## Why not the best?

**Luck favors the prepared.** I trust my education and training put me in the best possible position to handle the unexpected for you and your family. An agent who says they have nothing to learn probably has little to offer. Looking for someone who has a demonstrated commitment to continual improvement and client service? **Contact me at [Higginbotham@RealtySouth.com](mailto:Higginbotham@RealtySouth.com) or 205-422-7151.**

