

# Anything Worth Doing is Worth Measuring!

By **Michael Selvaggio** CRS, GRI, CCIM



Anything worth doing is worth measuring... That's what I always heard about business management in my college days. So, when it comes to measuring rooms, I guess I'm a little old fashioned. The tape measure has always been a part of my listing tools. My Broker told me years ago, "When the seller assists you in measuring the room, be sure to give him the dummy end of the tape measure." Of course, the dummy end is the end with the zero on it.

I started selling Real Estate in 1975, and back then we never used the term "approximate" when referring to room measurements. In fact, a buyer one went back to their hometown after purchasing a new home and bought Karastan carpeting using the exact dimensions that were included on the Multiple Listing Sheet. The buyer then realized that the dimensions were off by several inches in every direction! A judge subsequently ruled that the broker should pay for the carpeting... And he did! Shortly after that, all measurements in the multi-list read "approximate", rounded off to the nearest foot, and more accurate measuring became much more important to us.

The next evolution in measuring that became the rage in the Real Estate market was the 'little wheel'. I remember using mine for the first time. Initially, I used it outside in the front of the property to measure the width of the lot. Then, I tried to use it on the interior. I wanted to measure one bedroom in particular that had an unusual amount of furniture in it. I decided that I could run the little wheel across the ceiling to get the measurement. What I forgot was that I had used it outside and, as I began to measure, it began to lay a black streak on the ceiling! Luckily the lady of the house was in the kitchen, so I quickly stood on a chair with my handkerchief and wiped off the mark. (Of course, I did sell the house later for full price.)

So in New Orleans, at the National Association of Realtors 2002 Annual Convention, I noticed a display for the Laser Dimension Master®. After some conversation with the gentleman in the booth, I decided to give it a try.

I have since used the Laser Dimension Master® several times in the listing process and have found it to be not only accurate, but also very entertaining. You see, the Laser Dimension Master® comes with a laser pointer along with an ultrasonic measurer, creating a conversational atmosphere with the client as you measure the rooms. As REALTORS® know, the “wow” factor has definite value in our business. Modern and innovative tools and techniques mean a lot. In the past, it was cell phones and fax machines that got the attention. Now, certain calculators, laptops, PDAs, or any other modern and innovative tool or technique can become a useful conversation piece between a broker or agent and the client. Of course, I believe that each individual real estate professional needs to constantly evaluate their technology choices and decide which is the best tool for them.

Personally, I enjoy using the Laser Dimension Master®. I think it adds substantial value to the listing process, and belongs in a sales person’s tool kit. I encourage you to try one for yourself.

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