



THE STEEL CITY AGENT
AMANDA TIHEY | REALTOR®



THE HONEST GUIDE NOBODY ELSE WILL GIVE YOU

How to Choose a Real Estate Agent

Not all agents are created equal. In fact, there's a pretty wide spectrum — from "I have a license and a dream" to "I will fight for every dollar of your largest financial transaction." This guide helps you tell the difference.

"There are over 1.5 million licensed real estate agents in the United States. About 12% of them do 88% of the transactions. Choose accordingly."



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SERVING
Southwestern Pennsylvania

The Agent Spectrum

Bad, Good, and Great — and yes, we're naming names. (Well, categories. We're professionals.)

The real estate industry has a low barrier to entry. A weekend course, a state exam, and a \$200 license fee later — someone is legally authorized to help you navigate the largest purchase of your life. That's both impressive and terrifying. Here's how to tell the difference between who's out there.



The Bad Agent

Licensed. Technically.

- Got their license 6 months ago and has closed 2 deals — both were their cousins
- Their entire marketing plan is posting your listing on Zillow and hoping for the best
- Disappears after you sign the listing agreement — reappears at closing
- Negotiation strategy: 'They said no.' Your response: 'That's it?'
- Returns calls within 3–5 business days (or never, depending on the day)
- Prices your home based on what you want to net, not what the market supports
- Has never heard of a 'reconsideration of value' but will absolutely google it
- Bio photo is from 2003. License photo is from 2009. Social media is from never.

Red flags to watch for: No recent sales, no online presence, no plan, no urgency.



The Good Agent

Solid. Reliable. Forgettable.

- Closes 10–20 deals a year — respectable, but spread thin
- Has a marketing plan. It involves the MLS, a lockbox, and optimism.
- Will negotiate — as long as negotiations aren't too uncomfortable
- Explains the closing process, but only when you ask
- Responds same day, usually. Unless it's a weekend. Or a holiday. Or nice outside.
- Knows the market well enough to price accurately in stable conditions
- Follows up with showing agents... eventually
- Professional, pleasant, and just slightly less prepared than you deserve

The 'good enough' trap: You won't have a horror story. You just won't know what you missed.



The Great Agent

Proactive. Strategic. Relentless.

- Closes 40–80+ deals a year with deep market knowledge and proven systems
- Multi-channel marketing: professional photos, video, drone, digital ads, agent network
- Negotiates hard and strategically — knows when to push and when to hold
- Has a vendor list, a lender list, a contractor list, and a plan B
- Responds to everything — calls, texts, emails — often before you finish the sentence
- Uses data to price with precision, then defends it with confidence
- Guides you through every step without waiting to be asked
- Treats your transaction like the largest financial decision it actually is

What separates great from good: Experience, systems, hustle, and market mastery.

Then There's The Steel City Agent

Somewhere between "great agent" and "she will absolutely text you back at 10pm because she was already thinking about your deal."



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The Honest Pitch

Amanda isn't going to tell you she's the best agent in Pittsburgh and leave it at that. She's going to show you — with market data, a real plan, and the kind of communication that makes you wonder why you ever stressed about this process in the first place.

She's built her business on referrals — which means every client gets treated like the only client. Because in her world, a great outcome for you is the only marketing she needs.

The Steel City Agent vs. Everyone Else

THE AVERAGE AGENT	THE STEEL CITY AGENT
Lists your home and waits	Lists your home, runs ads, texts agents, posts reels, and follows up with every showing
Gives you a price based on your Zestimate	Gives you a price backed by a full CMA and defends it when it matters
Responds within a business day or two	Responds fast — because in this market, slow costs you money
Shows up at closing and takes a check	Shows up before listing, during prep, at photos, at every showing if needed, and at closing
Has 'marketing' in their bio	Has a real marketing plan: pro photos, video, drone, digital ads, social, and agent network outreach
Negotiates to avoid conflict	Negotiates to win — then makes everyone feel okay about it
Tells you what you want to hear	Tells you what you need to hear — professionally, kindly, and before it costs you
Disappears after closing	Gets referrals from clients years later because the relationship didn't end at the table

By the Numbers

100%

Client communication
— no unanswered
calls, ever

SW PA

Deep local expertise
across all 6+ counties
she serves

5★

Reviews from real
clients who would (and
do) send their family

0

Times she's told a
client 'I'm not sure,
just wait and see'



"I got into real estate because I genuinely love helping people through one of the biggest decisions of their lives. The hustle, the negotiation, the late-night texts — that's not the job. That's just who I am."

— Amanda Tihey, The Steel City Agent

Questions to Ask Before You Sign Anything

A great agent will love these questions. A bad agent will get nervous. Either way, you win.

Interviewing an agent is 100% normal and 100% expected. Any agent worth hiring will welcome the conversation. Below are the questions that separate the professionals from the part-timers — and what their answers should sound like.

"How many transactions did you close in the last 12 months?"

✓ GREAT ANSWER

40+ for a full-time agent. Ask for specifics — not ranges.

✗ RED FLAG ANSWER

"A few. But I'm really dedicated." (Translation: fewer than 10.)

💡 *Why it matters: Volume matters. High-volume agents have current market knowledge, active lender relationships, and proven systems.*

"What is your average days on market vs. the local average?"

✓ GREAT ANSWER

They know this number and it beats the market average. Bonus if they can show you the data.

✗ RED FLAG ANSWER

"I don't really track that." (But they do track their commission checks.)

💡 *Why it matters: Fewer days on market = better pricing, better marketing, better execution. It's measurable proof.*

"What is your list-to-sale price ratio?"

✓ GREAT ANSWER

98–102%+ in a healthy market. Above 100% = multiple offer situations consistently.

✗ RED FLAG ANSWER

A blank stare, followed by an explanation of why the market is 'weird right now.'

💡 *Why it matters: This tells you how accurately they price and how well they negotiate. Both matter enormously to your net proceeds.*

"Walk me through your marketing plan."

✓ GREAT ANSWER

Professional photography, video, drone (if applicable), digital ads, MLS, social media, agent network outreach, and a launch strategy.

✗ RED FLAG ANSWER

"We'll get it on the MLS and Zillow will take care of the rest." Zillow is not a marketing plan.

💡 *Why it matters: More eyeballs on your listing = more showings = more offers = more money in your pocket.*

"How do you communicate, and how often?"

✓ GREAT ANSWER

"I'll update you after every showing and every week at minimum. You can call or text me directly — always."

✗ RED FLAG ANSWER

"My assistant will be in touch." Who is this? Why are they touching things?

💡 *Why it matters: You deserve to know what's happening with the largest transaction of your life. In real time. From your actual agent.*

"How do you handle a low appraisal?"

✓ GREAT ANSWER

"I prepare a comp package in advance to support value. If we get a low appraisal, I'll build a Reconsideration of Value immediately and walk you through every option."

✗ RED FLAG ANSWER

"Hopefully that won't happen." (Narrator: it happened.)

💡 *Why it matters: Low appraisals occur. An agent who has never thought about this in advance has not thought about your transaction in advance.*

"What happens if the home doesn't sell?"

✓ GREAT ANSWER

"Here's what I'd adjust — price, marketing, staging, or timing. I'll give you an honest diagnosis, not excuses."

✗ RED FLAG ANSWER

"The market is tough right now." (The market is always something. This is not a strategy.)

💡 *Why it matters: Every agent has a plan when things go well. The great ones have a plan when they don't.*

"Can I speak to recent clients?"

✓ GREAT ANSWER

"Absolutely — I'll give you three names right now."

✗ RED FLAG ANSWER

"I have some great reviews online..." (Not the same thing.)

💡 *Why it matters: References are the ultimate truth serum. If an agent hesitates, trust your instincts.*

One More Thing

After asking all of these questions, trust your gut. The best agent in the world won't help you if you don't trust them or enjoy working with them. You're going to spend weeks — sometimes months — texting, calling, and making big decisions together. Find someone who is knowledgeable, communicative, and genuinely on your side. That combination is rarer than it should be, and worth looking for.



SO... WANT TO WORK WITH THE GREAT ONE?

You've Done the Research. Now Make the Call.

Amanda isn't going to send you a brochure and wait by the phone. She's going to sit down with you, learn exactly what you need, and build a plan around it — whether you're ready to move in 30 days or just starting to think about it.

No pressure. No scripts. No "what would it take to earn your business today?" Just an honest conversation from an agent who actually enjoys the work.

Reach Amanda Directly



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What You Get From Day One:

- ✓ A real conversation — not a sales pitch
- ✓ An honest market assessment, whether you like the number or not
- ✓ A custom plan tailored to your home, timeline, and goals
- ✓ Direct access to Amanda — not an assistant, not a team member
- ✓ A communication style that keeps you informed without overwhelming you
- ✓ An agent who will tell you the truth, even when it's not what you hoped to hear



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AMANDA TIHEY | KELLER WILLIAMS EXCLUSIVE | SOUTHWESTERN PENNSYLVANIA

Moving you from where you are now... to where you want to be!™

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