

THE COMPLETE SELLER'S GUIDE

For Choosing A Real Estate Agent

1. Do you work as a full-time Realtor?
2. Do you have a full-time assistant?
3. What area and in what aspect of the market do you specialize?
4. Do you have a written marketing plan specifically designed to sell my house?
5. How often do you market properties directly to buyers?
6. How many properties have you sold in the last three months?
7. Will you produce a professional flyer of my home with a picture displaying my home?
8. Do you have a written business plan and mission statement?
9. How often will I hear from you after my home is listed with you? May I cancel the listing if I don't hear from you as the schedule dictates?
10. What software do you use to track those activities being used to market my home?
11. How do you find potential buyers? Do you have a system to identify potential buyers?
12. What other marketing techniques will you use to get my property sold?
13. In what ways do you encourage other Realtors to sell my property? How do you network? Do you attend local Realtor gatherings? Which ones?
14. What professional real estate designations do you hold?
15. How many listings do you have? What percentages of them sell? In the past?
16. Do you have a personal marketing plan? Describe.
17. Do you have a personal website? The address is _____
18. Do you have a permanent E-mail address?
19. What presence have you developed through your marketing?
20. Does your company have a website? The address is _____
21. Who does your website link to?
22. Do you have listings on Realtor.com?
23. Do you have a Realtor.com home page?
24. Does it link to your personal website or homepage?
25. Do you have a list of references I can call?
26. What automated communication tools do you use for 24-hour access and service?
27. Do you have a database of qualified buyers for my home?

When interviewing agents, understand what services they offer and what services you are interested in. These questions are designed to tell you if an agent is taking the listing for another reason than getting your property SOLD!