



Seven Questions

You Must Ask a Realtor Before You List Your Home

Many home sellers make the critical mistake of thinking all Realtors are the same. Start by doing a few hours of research. Ask around... who's the most active agent? Compile a list of agent names and use these questions to help you determine which agent is right for you.

- 1. Could you send me some information about yourself?** - You can often get a good idea of which agents are the most professional by looking at their promotional materials. If their own materials aren't professional, how well are they going to market your home?
- 2. How long have you been in business?** - There is no substitute for experience. An agent with years of experience selling hundreds of homes can handle just about any unique challenge. An experienced agent knows when the market is changing and will provide you with effective options.
- 3. Do you have an assistant or support staff?** - By employing someone to handle the details of their business the agent can spend more time servicing your needs. It may be fine if the assistant does most of the behind-the-scenes work as long as the agent is there at the most critical times of the transaction period.
- 4. How do you use technology to sell my home?** - Most of the top agents have a web site to develop a pipeline of prospective buyers for their listings. E-mail marketing has evolved into one of the most effective and efficient advertising tools available. Ask the agent to send you an email with samples of their e-marketing plan. Visit the agent's web site to find out how they attract potential buyers for your home.
- 5. What listing price do you recommend?** - Take great care in choosing an agent with the knowledge to price your home effectively. Keep in mind the selling price should attract prospective buyers to your home, get you top dollar in the current market and reflect the condition of your home. Do not base your decision to list with the agent who quotes the highest price. Some agents will "buy" your listing only to harass you to lower the price after the agent has secured the listing.
- 6. What disclosure laws apply to me?** - Make sure your agent helps you with locating professional inspectors for the various mandatory home inspections required in your area. Create a file including a property transfer disclosure statement, pest control report, applicable C.C. & R's, applicable hazard zones report, plans for alterations or additions and building permits.
- 7. What types of things separate you from your competition and will you give me some feedback?** - How effectively will they advertise? Do they have 24-hour advertising capability? How will you follow up on the leads for my home and how often will I hear from you?



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*** Agents who are innovative and offer new methods of attracting homebuyers will measurably outperform agents who rely on methods of the past. Make sure the agent offers a listing cancellation agreement that allows you to cancel the listing prior to the expiration date if you are not satisfied with the agent's performance.**