

ASK EVERY REAL ESTATE AGENT THESE 24 QUESTIONS BEFORE YOU HIRE ANY OF THEM ...

BE SURE YOU UNDERSTAND HOW TO BEST USE THE SERVICES OF A REAL ESTATE AGENT TO MAXIMIZE YOUR PROFIT AND PROTECT YOUR INTERESTS.

- 1. How many years have you been selling real estate?**
- 2. What was your background prior to selling real estate?**
- 3. What other real estate designations or experience have you had?**
- 4. Do you have a Partner or an assistant?** How will this help us? Why is it a benefit to have a team work for us?
- 5. What is Buyer Agency?**
What is Seller Agency?
What is Dual Agency?
- 6. Do you practice Dual Agency?** Why or Why not?
- 7. What will happen if a buyer calls you and wants to buy our home?**
- 8. Do you use a Salability Checklist?**
- 9. How will we know how much to ask for our home?**
What information will you provide us to help us determine what we should ask for our home?
Have you seen the inside of the comparable homes used in your report?
- 10. How much experience do you have in negotiating offers?**
Do you have your *Master* Certified Negotiation Expert Designation?
What tools and strategies will you use to help us maximize our profit?
Do you have a plan in place to secure additional offers?
What percent of homes that you list sell within the value range you suggest to sellers?
How long does one of your listings usually take to sell?
What is your average sales price to list price ratio?
Do you have a list of all your listings sold for this year?
- 11. How will we know how to prepare for an offer?**
What will you tell us about options before we decide on an offer?

12. How will you market our home?

What are the important factors in helping us sell our home?

Will you advertise — where, when?

How will other agents know about our home?

How will you find the buyer who will pay the most money for our home?

13. Do you use an outside flyer box? If so, are the flyers in color?

14. How do you use technology in your business? How will you use technology to market our home?

15. Do you follow-up on showings on our house? If so, how?

16. Do you provide a written bi-monthly Marketing Report on all marketing activity on our house?

17. Do you provide Staging Services by an interior designer?

18. Do you have a list of references?

Can we talk to your clients before we hire you?

19. What is the Escrow Process? What does the Escrow Agent do?

20. What is Title Insurance? Why is it important to us? Is it required to buy a house? Who pays for it? Are there different kinds of insurance?

21. What if the house needs work? What are those items that will have to be repaired before we can sell our home? Is it possible to do some work after closing? Do you have contractors, handy men, roofers, plumbers and others available to us to help get work completed? Are their prices reasonable? Do they guarantee their work?

22. Do you GUARANTEE YOUR SERVICE TO US? What are your GUARANTEES? Are they in writing?

23. Can we cancel the listing if we are not happy with your service?

24. Why should we list with you rather than any other agent?