

# 23 Questions to Ask a Real Estate Agent before hiring them to list your Home in **City, State**

Selecting the **Right** Real Estate Professional and Realtor to List and Market your Home in **City, State**, and Sell it for the **Highest Price** possible, in the **shortest period** of time, is the most important first step a Homeowner must undertake.

This important Report is meant to get you thinking on the right and **Critical Questions** you must ask a Realtor during the interview process, and forge the right business relationship before you sign a Listing Agreement.

Buying or selling a home is probably one of the largest investments you will ever make. That is why it is important to choose the **Right Local City, State Real Estate Professional** who will work on your behalf to maximize your returns.

When it comes to Selling your current property it makes sense to select a **Local** Real Estate Expert; it will help you not only save time and money, but also the aggravation of working with the wrong agent.

Here are some common ground rules about your next Real Estate Professional:

- Your agent must have the **Experience**, qualifications, and abilities to sell your home;
- Your agent must have in-depth knowledge of your **Local** Real Estate Market;
- Your agent must have the **Marketing Plan** and Resources to List your Home;
- Your agent must be a skilled Communicator and keep you **informed** during the process.

*Here are the questions each Homeowner should ask of the next agent they meet:*

## Question 1: Are You a Full-Time Or Part-Time Agent?

Experience and a **Full-Time** dedication to the Real Estate Profession are assets to you the Homeowner. Real Estate Professionals with many years of experience build up a track record, and a list of contacts in and outside the industry.

One of the biggest hindrances of working with a Part-Time Agent, especially when it comes to the listing side, is communication with other Real Estate Agents who have questions that come from their Buyers – the sooner those questions are tackled the quicker a showing is scheduled; and showings lead to interest; we need to generate lots of interest and eliminate any hindrances to Buyers experiencing your unique home.

## **Question 2: How Long Have You Been Working My Neighborhoods in City, State?**

Being a Licensed Real Estate Agent in our State is NOT enough – **Local** Real Estate Knowledge is what makes for good Listing Success with proper Pricing Strategies. Being Street Smart at the Neighborhood level makes selling your home part of the big picture of the Lifestyle Buyers are seeking. A good agent will not only market your home and all its amenities, but will be knowledgeable about the lifestyle surrounding the property such as Parks, Schools, Shopping Centers, Transportation, Local Property Taxes, and much much more...

Strive to select a Listing Agent with **Local Real Estate Market Knowledge**.

## **Question 3: Do You Have Any Personal Marketing Materials We Can Review?**

Real Estate Agents are first and foremost Marketing Professionals; it is their job to create the right image for your home in **City, State** – the same goes with their own Professional image and how they market themselves.

Ask your would-be agent to show you some of the marketing pieces and electronic materials they have used previously with their other listings; as well as their own current personal marketing, such as Brochures, Direct Mail Pieces, Flyers, Personal Website, Lead Capture Systems, Brokerage Website, Business Cards, Postcards, Radio Commercials, etc...

Do they look professional to you? And most importantly do they work for a professional brokerage that holds them accountable for the work they do for you?

You must feel comfortable with the image and professionalism of the Real Estate Agent and the office they work for – in fact them the name and contact information of their Broker of Record.

## **Question 4: How Many Homes Have You Listed and Sold In The Past Six Months And the Past Year?**

A measure of the Marketing Skill of an Agent and the brokerage they work for is the number of property they have listed and sold in the recent six months to a year – any period older than that and you may end up working with a ‘stale’ agent. Real Estate Marketing of Properties is very dynamic and agents must keep up with the latest tools on the internet and with emerging Buyers’ Needs.

Ask your potential Listing Agent for their Score Card and their Results; you need to know that they are the kind of professional who produces results.

## **Question 5: How Long Do Your Listings Stay On the Market? And what is the average number of days before homes sell in this neighborhood?**

The ease with which a Realtor answers these two questions and is able to illuminate what these numbers mean will reveal their True Local Knowledge and understand of the local market forces in your specific neighborhood and area. Every property that is listed will stay on the market a number of days or weeks before the right buyers make an offer to purchase. That Length of time depends on local market conditions, prices, competing properties, and a whole host of other factors that a professional Real Estate Agent understands – let them share with you their insight and ask yourself if you feel better informed once they are done!

## **Question 6: What Professional Memberships Do You Hold?**

At a minimum they should be a fully licensed professional who are members of the local real estate board and Multiple Listing Service®. Other affiliations are beneficial. However, the main focus should be the selling of homes.

Do not be afraid to ask your agent for their State License Number, Name of Brokerage, and the Name and Phone number of their Managing Broker. Do follow up with a phone call so you can have peace of mind that the agent you are working with has a manager you can go to is the process goes awry.

## **Question 7: Do You Have Any Questions for Us?**

Listing your home is a multifaceted process and comes with a Plan of Action and a series of Checklists; a good Real Estate Professional will have lots of questions about your unique property. They should not only be interested in the property itself but also about your own financial needs before and after the property Sale.

Focused Listing Agents create and tailor a Marketing/Selling Plan of Action that is unique to your needs and to your property.

## **Question 8: How Will You Market and Advertise Our Home?**

This is the stage in which you the Homeowners need to listen carefully to the Marketing Plan and Advertising mechanisms your would-be listing agent has planned for you.

Experienced Real Estate Professionals have a toolbox that includes proper MLS (Multiple Listing Service) Marketing, Open Houses, Photography, Flyers, Yard Signs, Internet Postings, Blogs, Virtual Tours, Video Marketing, Networking Real Estate Professionals, and more...

This is the question that should reveal to you whether you are working with a Real Estate Strategist who understands every aspect of the Listing of Homes, or with someone who will place your Home in the MLS and hope for the best.

Don't hesitate to ask the agent to explain the terms they are use and how they relate to the Selling of your Home.

### **Question 9: Can You Explain Your Position On Open Houses? Will They Be Public, Broker-Only or By-Appointment? How Will This Help to Sell My Home?**

Selling your home for the best price involves more than placing a sign on the lawn. Your Agent knows the local market conditions and will ascertain the right frequency and necessity for Open Houses.

When you ask this question you are forming an opinion on the local knowledge of the would-be agent you are interviewing – they should be able to share with you a clear and thoughtful answer on their expertise and put your mind at ease.

### **Question 10: How are we going to price our Home?**

Pricing a Property to list is an important skill and a Good Real Estate Professional will help you arrive at that price rationally and methodically. Take this question seriously because the wrong price can make a home lose value on the low end, or not receive any offer in the high end.

A proper Local Market Understanding of what has Sold, just Listed, Not Sold, and the number of Days properties take to sell shape the conversation and that knowledge is crucial. Your Realtor should be able to justify the price with a comparison to other properties and the market.

### **Question 11: How Will Other Agents be notified of Our Home?**

The Sphere of influence that agents cultivate with other Real Estate Professionals is an important aspect of bringing buyers to your unique property. Exposure is the key to any home sale. Many agents have lists and social media groups focused on Real Estate that they use to talk about your individual listing. Inquire through this question the power of this endeavor.

## **Question 12: How Will You Help us get the Home ready to be listed?**

To make the most of your home, you will want to present it in the best possible light for potential buyers. Your Realtor should not be afraid to tell you about the positive areas of your property, while suggesting some improvements to the negative areas. If he or she does not mention the subject, it is likely they do not have this in their Plan of Action. You should expect a confident and competent Agent to provide you with workable ideas to make your home more attractive to Buyers.

## **Question 13: How Will You Keep Us Informed during the process?**

Effective Communication during the Listing process, the Showing process, the Negotiation process, and finally the Contract to Closing process make or break a Sale. Your local listing agent must find a way to keep you informed at every stage of the process and you must both find ways that work for both; some prefer Weekly to Biweekly; others Text versus Email; yet many desire a Weekly Call.

Don't be afraid to ask for what works best for your unique situation and work with your agent to create the right method of communication; after all we are dealing with one of the most important investments of your life, you deserve all the time and attention you need and want.

## **Question 14: What If We Need Other Resources?**

Your REALTOR® should have a network of professionals in place to assist you with other items you will need, including mortgages, home inspection, carpet cleaning and carpenter. While you are not obligated to choose any of these people, it is likely your REALTOR® has established a relationship with these people that is reflected in the referral.

## **Question 15: Can You Give Us Some References?**

An experienced Real Estate Agent should be happy to provide you with several names of satisfied clients. Notice if they become defensive when you ask the question. If they cannot supply you with references then choose another Agent. Many sellers do not check references, but we encourage you to do so. This is one of the easiest and most important steps you can take. Talking to past clients is a good way of learning how agents work beyond just taking their word for it. Here are some questions to ask their past clients:

- How long was your home on the market?
- How did you feel about the pricing of your home?
- What did you like most about your agent?
- Did your agent keep you well informed during the process?
- Would you use this agent again?
- Would you recommend this agent again?

## **Question 16: What Is Involved With the Listing Agreement?**

This is a very important step. Before you sign, be sure you understand every detail of the contract. This is a legally binding document, which places responsibilities on both the REALTOR® and the seller.

## **Question 17: When Does the Listing Agreement Begin and End?**

Details and dates are important. In a dispute, these items could determine commission payments. Generally speaking, six months is sufficient for a listing agreement. Be wary of Agents wanting a longer period without a valid reason.

## **Question 18: What Are Your Commission Fees?**

These fees are negotiable. You should also weigh the merits of each Realtor fee versus the benefits he or she provides. Be wary of Agents who are willing to reduce their commission, up front. Perhaps he or she does not intend to spend the time, effort or money to market and sell your home.

## **Question 19: Do We Need to Worry About Other Fees or Charges?**

Additional items could be title insurance, closing costs, pro-rated insurance, taxes, rent, inspections, levies, etc. Be sure that your Agent explains any of these costs that could affect your bottom line.

## **Question 20: Do Any Disclosure Laws or Zoning Restrictions Apply to Our Home?**

Your Listing Agent should be familiar with any Local, City, County, or State Ordinances, Laws, or Restrictions that apply to your Property and neighborhood. They should also have the necessary disclosure forms required when selling or buying a property, and explain them to you in plain English.

## **Question 21: How Do You Qualify Potential Buyers?**

Your Agent should be proficient in determining whether a potential buyer has the desire, means and resources to purchase your home. This way, you will not be spending your valuable time with dead-end offers or deals that cannot be closed.

## **Question 22: What Happens If Our Home Does Not Sell In the Specified Time? What Happens If We Change Our Mind About Selling?**

As the Seller of the Property you must understand the Listing Agreement you will be signing with your Real Estate Agent and the office they work for. This question will help you understand your Rights and Responsibilities, as well as ascertain that depth of knowledge provide that the agent you are interviewing.

## **Question 23: Are We Comfortable With This Agent?**

All the 22 Questions above should lead to this question you must ask yourself and your family. Expertise in ‘Listing and Selling’ your Real Estate Property is important, but you must also feel comfortable with the personality and approach of the agent you are interviewing.

The questions above are a way for you to formulate a proper approach to selecting the best Real Estate Professional that meets your needs and wants.

These are questions I hope you will ask of me when you invite to hold a listing presentation before you hire me to sell your home.

**Thank you for Requesting and Reading the Report.**

- You do not have to use all 23 questions; you can prune the ones you want and edit to sound like you. Consider also changing the order of the questions if you like. Make sure you read the who report.*
- Remember to insert 3 testimonials at the end of the report.*
- Insert your Picture and Contact information – try to use a Success Picture, one in which you are holding a Sold Sign, or one in which you are standing with a yard sign wish a sold rider.*



**Susan Smith, Realtor**  
EXIT Realty and Associates  
123 Main Street,  
City, State 12345  
Direct: **(990) 123-4567**  
Office: (990) 234-5678  
[SusanSmith@mywebsite.com](mailto:SusanSmith@mywebsite.com)  
[www.MyWebsite.com](http://www.MyWebsite.com)