



GETTING TO KNOW YOUR REALTOR

If you are interviewing other Realtors, ask them these 25 important questions.

1. Are you a full-time or part-time agent?
2. How long have you been selling real estate?
3. What is your yearly sales volume?
4. What is your average days on the market compared to the MLS average?
5. Can you send over some client references?
6. How will you communicate with me, and how often?
7. How well do you know the area?
8. What sets you apart from other agents here?
9. How many clients do you represent at a time?
10. How do you handle prep work and staging?
11. How deep is your professional network if we need contractors?
12. What price would you recommend if I were in a rush to sell or if timing were not an issue?
13. How many qualified buyers are you currently working with? Do you have any buyers in mind for my home?
14. What lead generation system(s) do you have to develop an inventory of buyers for your listings?
15. How many listings do you currently have?
16. What is the market trend now?
17. How strong is your name recognition in the market area?
18. Do you have a written marketing plan specifically designed to sell my home?
19. In what ways do you encourage other Realtors to sell my property?
20. If I give you the listing, what are the first seven things you will do to sell my property in the first week?
21. Will you provide us with written activity reports of the showings and prospective buyer and Realtor comments?
22. What is the biggest challenge you think we'll face?
23. What kind of guarantees do I get?
24. How much do you charge?
25. What haven't I asked you that I need to know?

If the Realtor you are interviewing falls short, can't substantiate, or hedges in any way, you are interviewing the wrong Realtor!

Make sure the Realtor can back up any and all statements. Take a "show me" attitude! Don't be shy; this could be *the most important business decision of your life!*

