

Questions to Ask Realtors

Whether you hire me today or not, I want to make sure you are protected moving forward. If you are not satisfied with what I have to offer and plan to move forward with more interviews, here are 9 essential questions you should ask during your interview and answers you'll want to hear.

1. What is your strategy to for marketing my home to qualified buyers? Do you have a written plan that I can see?

The main thing you are looking for is, does this agent have a plan in writing so that you can track their actions as they work to sell your home.

2. How many homes have you sold in my area this year? (if they're new, ask how they can ensure a positive outcome)

As a junior agent, I will not tell you experience is key and the truth is, it's not. The average agent sells 5 homes a year, and the average agent has been in real estate for decades. You just want to know that they have a level of comfort with the process or a broker they can lean on.

3. How will we communicate and how often?

You want an expectation of feedback throughout the process. A good agent that cares should be talking to their clients weekly at a minimum and on the spot if there's development.

4. What price do you think my home will sell for?

An agent should have a price in mind when coming to see you and a reason for it. They should be using current market trends in your area and NOT Zillow.

5. How did you determine that listing price? How will that make my home competitive and more attractive to buyers?

Again, they should have a system to determine the right price since this is 90% of what sells a home. Then, they should have a pricing strategy that attracts buyers.

6. If I'm not happy with your service, will you let me out of the Listing Agreement or will you make it hard for me? Can you put that in writing?

No confident agent should feel the need to lock a client into an unhealthy relationship. I offer an EZ Exit agreement. Great agents should have something too.

7. Can you provide me with names and phone numbers of past clients?

If they're new, ask for personal references or old bosses. The most important thing is they are willing to let you speak to people they know and have worked with. If not, be suspicious.

8. Can you explain the process for me once we accept an offer?

A good agent should be able to explain the closing process and set expectations. If not, how will they navigate it as your REALTOR?

9. Why should I hire you over the competition?

New, old, it doesn't matter; they should have an answer, a unique selling proposition that tells you why they're the right agent for the job.