REASONS FOR HIRING THE RIGHT

REALTOR?

8 QUESTIONS TO ASK YOUR AGENT...

Choosing the right real estate Agent can save you thousands of dollars and significantly impact your experience. Since your Agent will guide nearly every step of your largest financial investment, it's essential to ask the right questions and ensure their expertise aligns with your needs.

1 HOW LONG HAVE YOU WORKED IN RESIDENTIAL REAL ESTATE IN THIS AREA?

LOCAL, LONG-TERM EXPERIENCE HELPS AN AGENT UNDERSTAND MARKET CYCLES AND TRENDS—KNOWLEDGE THAT CAN INFLUENCE YOUR FINANCIAL OUTCOME.

2 WHAT IS YOUR MARKETING STRATEGY FOR MY HOME?

A STRONG AGENT SHOULD PRESENT A DETAILED, MODERN MARKETING PLAN, EXPLAIN HOW EACH TOOL WORKS, AND DEMONSTRATE WHY THEIR APPROACH WILL ATTRACT BUYERS AND ACHIEVE TOP VALUE.

3 HOW DO YOU SUPPORT BUYERS THROUGHOUT THE PROCESS?

YOUR AGENT SHOULD OUTLINE HOW THEY GUIDE YOU AT EVERY STAGE AND WHETHER SPECIALISTS ARE AVAILABLE WHEN NEEDED BY YOUR AGENT.

4 WHAT PROPERTIES HAS YOUR COMPANY SOLD IN MY AREA?

ASK FOR DETAILED RECORDS OF THEIR SALES AND COMPARABLE LISTINGS TO GAUGE PERFORMANCE AND MARKET EXPECTATIONS.

5 WHAT IS YOUR EXPERIENCE WITH FINANCING OPTIONS?

A KNOWLEDGEABLE AGENT SHOULD HELP YOU EXPLORE FINANCING STRATEGIES SUITED TO YOUR SITUATION—NOT JUST RELY ON YOUR LENDER FOR GUIDANCE.

6 HOW CLOSE ARE YOUR SELLING PRICES TO ASKING PRICES, AND HOW LONG DO YOUR LISTINGS TAKE TO SELL?

COMPARE THEIR PERFORMANCE WITH REAL ESTATE BOARD AVERAGES TO UNDERSTAND THEIR EFFECTIVENESS AND WHAT YOU MIGHT REALISTICALLY EXPECT.

7 WHAT IS YOUR NEGOTIATION PHILOSOPHY?

YOUR AGENT SHOULD CLEARLY EXPLAIN THEIR STRATEGY AND HOW THEY WILL USE IT TO SECURE THE BEST PRICE FOR YOUR HOME.

8 WHAT PROPERTIES HAS YOUR COMPANY SOLD IN MY AREA?

SPEAK WITH PAST CLIENTS TO GAIN INSIGHT INTO THE AGENT'S COMMUNICATION, PERFORMANCE, AND OVERALL SERVICE.

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