

How to Find the Right Real Estate Agent

The process of finding a real estate agent to sell the house requires asking the right questions. Create a page for each agent and write down their answers.

Name of Agent: _____

How many homes in this area have you sold in the past two years?

For recent sales what is the average number of days on market, and average selling price?

How many active listings do you have now for homes in the P.C. area, and how long they have been listed?

How many of such homes that would be considered "comparables" to ours?

What is your sales ranking within your company?

Have you won any sales awards in the past two years?

Do you have your own website? What is your website address?

What is your marketing plan?

- Specifically, how will you sell the house?

- Will you do “open houses” How many?

- Will you be doing a direct mail campaign?

- Where and how often will you advertise?

- How will you market my house online?

- Does my home need staging?

How will you keep us informed of what’s happening?

How will you price the house?

How long do you think it will take to sell?

What are the terms of the listing agreement? (See if they will be comfortable with a 90-day listing. You want to keep the agreement to a minimum.)

How much do you charge? Is your fee negotiable?

Will you please provide references?

What haven't we asked you that we need to know?