

11 QUESTIONS TO ASK AN AGENT

You want the agent who is going to sell your single greatest asset to have experience, expertise, professionalism and a fantastic track record.

But how can you tell just from looking at them ?

From what they tell you about their services ? See below for eleven pertinent questions that will help you 'interview' the agents who come through your door.

1. How long have you been selling real estate?
2. How many properties have you sold in the last 12 months?
3. From what advertising sources do the majority of local home buyers come?
4. Approximately how many purchasers do you have listed on your books who might be interested in inspecting my property for sale?
5. Do you recommend advertising on the internet? If yes,
 - What sites do you use?
 - Do you use virtual tours?
6. Are Open Homes a good idea?
7. What is your agency's average length of time from the first marketing activity to offer and acceptance?
8. What is the length of your agency period?
9. Do you provide a Service Guarantee? If yes, can I see it?
10. If I am not happy with your service what remedies do I have?
11. What is the average cost of a marketing programme?
Can I pay it off in two or three (credit card?) payments?

After asking each agent these questions the final question is one you should answer ...
"Which agent do you feel most comfortable with ?"