

**Ten Questions
You Need To Ask
Your Agent
Before Hiring Them**

A woman with short brown hair, wearing a dark blue blazer and a gold bracelet, is smiling and holding a white rectangular sign in front of her. The sign has the number '10' written on it in a large, bold, blue font. The background is a plain, light color.

10

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Finding the right real estate agent for you isn't as easy as it seems. Statistics show that three out of four homeowners wouldn't re-use the real estate agent who sold their last house. A good real estate agent needs to communicate effectively with their clients at all times, answer all of their questions, and always keep their client's best interests in mind. Choosing the right real estate agent can save you thousands of dollars, and can reduce the stress of buying and selling your house. It's important to remember that the real estate agent is working for you, and that you should use the same approach in choosing an agent that you would in hiring an employee.

Here are ten questions you should ask any real estate agent before hiring them.

1. Why should I pick you over other agents?

Ask the agent what sets them apart from the others. Find out how the agent has adapted to the changing environment in the real estate business, and ask them how they can make your home stand out from all of the others in your neighborhood. And, most importantly, ask them how they can sell your house for the most amount of money in the least amount of time.

2. How does your company stand up to other real estate companies?

Find out what sets their company apart from the many others from which you can choose. Ask specific questions about their track record, and their experience in your neighborhood. Ask for specific numbers...how many houses has your company sold in my neighborhood? Find out if other agents with the company are selling more homes than your prospective agent, and why that is. And finally, find out if they have the resources to effectively market your home, which means advertising resources, and adequate staffing and support back at their office.

3. How do you plan to market my home?

Find out about how much the agent is willing to spend to sell your home in terms of advertising. Are they willing to use television advertising in addition to advertising in newspapers and magazines? Are they willing to set up a hot line number where prospective buyers can call 24 hours a day and find out specific details about your home?

4. How has your company performed in my area?

Agents should be ready to show you how they have already performed in your neighborhood by showing you specific homes they have sold in your area. They should also be able to show you any comparable houses for sale nearby.

5. Do you control your own advertising?

If your agent is not able to pick and choose what kind of advertising will work best for you, that may mean your house will have to compete with every other house in your real estate market. If your agent is able to provide whatever advertising the two of you feel is best, you may be able to do a better job of making your house stand out from the others.

6. How close does your selling price usually come to the original asking price?

You can find this out by checking with the Real Estate Board. The information they provide will let you know if this agent performs lower or higher than the average agent, and what you can realistically expect to get for home if you use this agent.

7. How long does it usually take for you to sell a house?

Find out if the agent works with a lot of other agents, which will increase the chances of selling your house fast. Ask about any specific methods or systems they use to get the information about your house to as many prospective buyers and agents as possible.

8. Are you currently working with a large number of buyers?

This may seem really obvious, but the more buyers an agent is working with, the more chances there are to show your house and eventually sell it. This can also affect the price you can get for your home, since the agent can create an auction-like atmosphere and control the bidding of the buyers.

9. Do you have references?

Like any job applicant, a real estate agent should be able to provide a list of clients that were satisfied with the agent's performance. Don't forget to actually call at least a couple of the names on the list to verify their claims.

10. Can I get out of the listing contract if I'm not happy with the job you're doing?

Some agents will try to get you to commit to a listing contract that they can get out of, but you can't. Beware of penalties and broker protection periods that best serve the agent's interests and not yours. If an agent is truly confident about selling your home, then they should be willing to cancel any contract if you are not completely satisfied with their service.