



Checklist for selecting a real estate agent

Is the agent familiar with your community and neighborhood? Have they listed similar homes?

While print ads are nice, they are pretty unreliable in finding buyers. Only about 8% of buyers find their homes from print ads. Most homebuyers begin their search with other agents and through the Internet.

Ask the agent to explain their Internet marketing strategy.

___ Do they use a professional photographer to photograph the home?

___ Do they have a personal website?

___ Do they communicate with their client base on a regular basis?

___ Are they active on social media?

___ Do they have an email marketing system?

Ask the agent to explain how they plan to market the home to the agent community?

What kind of collateral material will they provide? Brochures?

The vast majority of properties go under contract within 90 days of the final list price. Pricing the house correctly is a critical skill that an agent needs. Understand their methodology for pricing.

Ask to see the agents key statistics on recent sales?

- Market time
- Sale/price ratio (for buyers – you'd like to see that number lower than average; for sellers – you'd like to see that number higher than average)
- Did the property have multiple price reductions or was it priced correctly from the beginning?

Try to understand the agent's time availability. Are they working with a substantial number of other clients? Assess whether they will have the time to devote to your home. An agent with a lot of listings and buyers may not have the time to devote to you and your needs.

Is this a full time agent? Are they involved in the community and committed to the profession?

Do you like this person? Do you want to spend time with them? How do they plan to communicate with you?

Read their testimonials and call references. Make sure the references are relatively recent.
