

HIRE THE RIGHT AGENT

For the Right Reasons

1. What is your marketing strategy for my home?

Your agent should be able to present a detailed marketing plan to sell your home. How much money does the realtor allot to advertising? What type of media does s/he use? The agent should employ current, innovative marketing techniques that indicate creativity and a willingness to market outside of the box.

2. How long have you been involved in residential real estate in this area?

If the agent hasn't been connected to the residential real estate market for several years, s/he will be out of touch with the cyclical nature of the current market. Your agent must be familiar with trends of the local market and have an eye for the ways in which it will change. This knowledge could mean the difference of thousands of dollars in the long-run.

3. What other properties have you sold in my area?

The agent should be able to provide you with a complete, detailed listing of their own sales in your area, as well as other comparable sales. You should get a clear idea of what you might be able to expect both from the realtor and from the current market.

4. How do you support your buyer throughout the process?

Your agent should be able to indicate how s/he will support you through each step of the home-buying or selling process, offering you a unique system to suit your needs and goals. Your realtor should always be on hand to answer questions, but the specific resources of an expert can be invaluable during different stages of the process.

5. What is your experience with financing options? How do I get financing?

Each buyer requires a different financing strategy. Your agent should be able to suggest a plan catered specifically to your financial background and needs. Don't just depend on your lender for information and guidance on financing a new home. Let your agent lead the way.

6. Do you have a reference list of client I can contact?

Do your homework. Choose a few names on the list and call them. The stories of others who have gone through the home-selling process can be a valuable source of information.

