

REALTOR® Interview Checklist for Santa Cruz County Home Sellers

Use this checklist when interviewing REALTORS® to help you compare strategy, not just personality. It is designed for homeowners who want clear answers before choosing who will represent one of their largest financial decisions.

Pricing Strategy

- Can clearly explain why a specific price makes sense in today's market
- Explains how pricing affects buyer interest and competition
- Explains how pricing becomes the first negotiation
- Clearly discusses the risks of pricing too high or too low

Preparation and Return on Investment

- Recommends strategic updates instead of unnecessary improvements
- Explains which fixes typically deliver the best return on investment
- Helps prioritize what matters most to buyers
- Offers guidance on presentation and staging

Marketing Strategy

- Clearly explains how and where the home will be marketed
- Describes how marketing reaches qualified buyers
- Explains how marketing creates visibility and early interest
- Explains how marketing helps buyers feel connected before showings
- What types of marketing are used to create that connection and why

Negotiation Strategy

- Clearly explains the negotiation strategy before the home goes on the market
- Explains how pricing positioning creates leverage from day one
- Explains how demand and competition are intentionally created

- Explains how early decisions influence the strength of offers
- Explains how strong negotiation can increase the final sale price by tens or hundreds of thousands
- Explains how value is protected throughout the entire process

Local Knowledge

- Understands your specific neighborhood
- Explains how buyer behavior varies within Santa Cruz County
- Adjusts strategy based on local market conditions
- Explains how local factors influence pricing and demand

Communication and Listening

- Asks thoughtful questions about your goals
- Listens without pressure or rushing
- Explains the process clearly and calmly
- Makes you feel understood and supported

Final Reflection

- The answers make sense, not just sound good
- You feel confident in the strategy
- You feel comfortable asking questions