

# 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