

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 you explain the different pricing strategies available when selling a home?
- Which pricing strategy do you believe is most effective in this market, and why?

PREPARATION AND RETURN ON INVESTMENT

- Which improvements typically deliver the best return on investment, and which ones usually do not?
- How do you prioritize what matters most to buyers for this specific home?
- How do you approach presentation and staging, and how do you decide what to recommend?

MARKETING STRATEGY

- How would you market this home, and why?

NEGOTIATION STRATEGY

- How do you typically handle competitive offer situations, for example when all offers come in below asking price?

LOCAL KNOWLEDGE

- Where do you primarily do your business?

COMMUNICATION AND LISTENING

(Reflect after each conversation)

- Did the agent ask thoughtful questions about your goals?
- Did the agent listen without pressure or rushing?
- Did the agent explain the process clearly and calmly?
- Did you feel understood and supported?

FINAL COMPARISON

(Complete after all interviews)

- Which agent do you feel has the strongest strategies to help you achieve the best possible result?

Which agent did you feel most comfortable and confident working with?