

# **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?