

These homeowners are hoping for “promises” from a salesperson that may or may not actually become true. As an example, many uneducated home sellers will simply interview 2 or 3 agents and go with the one that says they can sell it for the most amount of money, with the lowest commission charged. This almost ALWAYS ends in disaster. More on that later.

If you are selling your home, it's one of the most important financial decisions of your entire life. It's crucial to have a pre-determined set of questions and qualifications you can use during the interview to choose the best agent for the job. You certainly don't want to mess up something this big in your life by choosing an agent based on their personality or a low commission. Frankly, if they can't negotiate for themselves, they certainly won't have the ability to negotiate for you. This means you may end up with a very low sale price. And if their sales success percentage is low on the listings that they represent, your home may not sell at all.

Below is a list of selection factors to consider as you weigh each agent against each other to ensure that your home sells quickly, sells correctly and sells for the highest amount of net profit with little hassle.

1. Agent must have a tremendous multi-media marketing campaign which attracts thousands of home buyers to my property.
2. Agent must be able to demonstrate how they can make my home stand out above all other homes for sale in this area.
3. During our meeting, the agent should be prepared to show me their complete list of “Buyers In Waiting” for homes like mine.
4. Agent must have a complete marketing agenda to showcase home on a “Secret List of Unlisted Properties” at least 24 hours before we list.
5. Agent must willingly offer a specific performance guarantee that shows me they will sell the home quickly & for top dollar or they are penalized.
6. Agent must demonstrate that they have a huge campaign in place for move-up & move-down buyers that may want to buy my home.
7. Agent must be able to show me that they are investing thousands of dollars of their own money every month in marketing & promotion.
8. Agent must be a full-time Realtor.
9. Agent should demonstrate their complete marketing plan including online and offline promotions that will happen with my home.
10. Agent must be able to demonstrate their #1 most appealing offer that attracts dozens of buyers to them like a magnet.