

PUBLISHED
MAY 2022

CHOOSING A SALES AGENT



EBOOK

PREPARED FOR :

Home owners
Developers

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INTRO

INTRODUCTION



THE 3
CATEGORIES
WHEN FINDING
AN AGENT

CHARACTER

EXPERIENCE + RESULTS

KNOWLEDGE



character

'Vibes' are an accurate way of qualifying your agent for a few reasons. You have to be comfortable having a partnership with this person, having them in your home, and you need to be confident that the buyers are just as comfortable with their personality.

Trustworthy
Honest
Transparent
Simple communication
Warm + Likable
Relatable or unaccessible

questions

Are they approachable?

NOTE YOUR IMPRESSION OF THEM

How do they conduct themselves?

GET OUT OF ONE OF THEIR OPEN HOMES AND SEE THEM IN ACTION

Are they trustworthy?

ASK ABOUT THEIR KEY PROCEDURES TO DETERMINE THEIR SECURITY AND RISK

Personal references?

CALL A PAST CLIENT ON THE SPOT AND GET THEIR INSIGHT UNFILTERED

What are their values and beliefs?

DO THEY SUPPORT A CAUSE YOU RELATE TO?



experience

This is where you can do your own research to determine what their results are, what reviews other clients have made, if they are appropriately licenced, and if they are a member of the local community.

questions

Are they licenced or registered?

YOU MAY WISH TO SEE A COPY OF THEIR CERTIFICATE

What are their recent success stories?

THIS IS MORE THAN JUST X NUMBER OF HOUSES SOLD

What is their Google rating?

YOU MAY WISH TO VERIFY

Where do they live or work?

NOT ALL AGENTS LIVE IN THEIR WORKING AREA SO YOU ARE LOOKING FOR THEIR KNOWLEDGE OF YOUR LOCAL AREA HERE

Recent sales
Success stories
Guarantee of service
Property appraisal
Selling point
Days on market



knowledge

Your ideal agent will show knowledge in their area of expertise and ultimately you should feel confident in that knowledge as well. You can try and put your agent on the spot by quizzing them and gauging their answers.

Market knowledge
Target Audience/Buyer
Methods of sale
Marketing strategy
Trends
Local Demographic

questions

Local market movements?

THEY SHOULD REFERENCE
RECENTLY SOLD AND LISTED
PROPERTIES

Local area demographics?

INCOME, AGE, FAMILY MEMEBRS

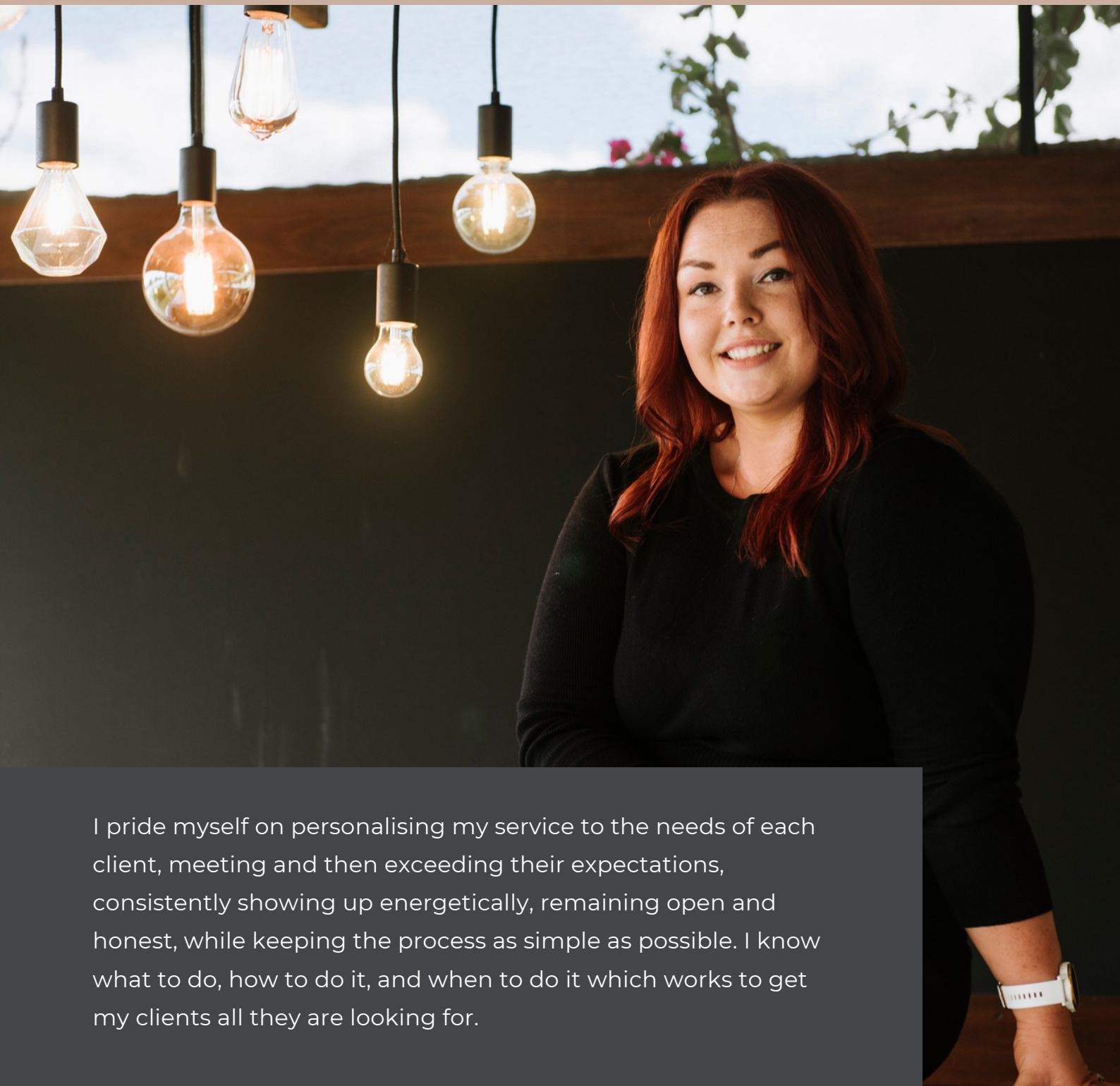
What are the local schools?

WHICH CATCHMENT DOES YOUR
PROPERTY FALL INTO?

**What are the current buyer
trends?**

WHAT WE DO ?

AT SAPPHIRE ELITE
ESTATE AGENTS



I pride myself on personalising my service to the needs of each client, meeting and then exceeding their expectations, consistently showing up energetically, remaining open and honest, while keeping the process as simple as possible. I know what to do, how to do it, and when to do it which works to get my clients all they are looking for.



THANK
YOU

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