



## **TIRED OF BROKEN PROMISES?**

**Here are a few questions you should ask... BEFORE you hire your next real estate agent!**

You didn't think it was necessary to have such a comprehensive list of questions, did you? Be honest with yourself... you didn't even know you should have asked most of these questions. Believe it! The way agents answer these questions will help you determine if they are **FUTURE DROPOUT STATISTICS** or **TRUE PROFESSIONALS**.

The best real estate trainers in the industry tell committed agents to take everything to a listing interview. For someone who is serious about earning your listing, the Boy Scout motto, "Be Prepared," really holds true. Why should you, the client, be satisfied with anything less? If an agent is unable to answer your questions, he or she just isn't prepared. You can move on to the next interview appointment, confident that you haven't yet found the person to whom you should entrust your largest single asset-your home. Remember, the one asking the questions is in control. Take charge! ASK!

1. **How long have you been actively selling real estate full time?** March 2012
2. **Do you hold a real estate brokers license?** Yes, broker license acquired Dec 2016
3. **If not and you've been in the business over three years, why haven't you gone for your brokers license?** I have my broker license. I acquired license to increase my value with my clients by expanding my education of the rules and regulations that govern this practice.
4. **How long have you worked for this company?** March 2012 was my start date with Weichert.
5. **Do you own or manage the company?** NO, I do not own or manage any weichert company or affiliates. I do however manage the sale transactions of the listing inventory that I create.
6. **If so, with all the duties necessary to run a company, how can you dedicate the time needed to give me the kind of service that I deserve?** I don't run the company, I manage the sales! My clients are my highest priority.
7. **How big an inventory of personal listings do you keep?** It is always my goal to have an active inventory of 15-20 listings.
8. **If your inventory exceeds 20 listings, how could you possibly service that many properties?** As one person, it is without a doubt a difficult task to manage that many properties. With 20+ active listings, the focus of my production shifts from cultivating to servicing. In addition, I have an immediate support staff of 4 administrators to aid and assist with every step of the transaction process except negotiations (Negotiations will always rest with me).
9. **Do you have a quick reference list that I may see regarding your listing inventory?** No, I do not maintain a quick reference list. The easiest way to see any agents active inventory would be to search the agent's name through Zillow, Realtor, or Trulia to see production and or active inventory.





10. **If not, how do you keep track of the details on each listing in case a sign – or add call comes in?** The details of each listing will always be available for quick reference through a multiple listing platform. Its very important to capture and publish the most in depth detail at time of listing to minimize questioning and increase buyer viewing.
11. **How many homes do you have under contract right now?** Varying. Please refer to response 9
12. **How many homes have you personally sold this year that were other people’s listings?** Variable response. I specialize in repackaging, repositioning, and reselling homes that have expired or failed in the marketplace.
13. **What percentage of your listings sell?** The percentage of my listings that don’t sell is less than 10%. Our conversion rate is very high for two reasons: WE DO NOT ENGAGE IN THE PRACTICE OF SERVICING LISTINGS THAT WE BELIEVE ARE OVERPRICED! We also will have a very high renewal rate because our goal is providing a greater service experience.
14. **What is your average ratio of list price to selling price?** Variable, However I can say that my average sell price is higher than the list price because of pricing strategies and tactics that can be measured.
15. **What percentage of your listings do you sell yourself?** Variable; It is a small percentage, usually less than 15% unless the question is specific to short sales. The percentage is much higher around 46% in that particular category. Our priority is getting you the best buyer, not representing the buyer in your transaction.
16. **What is the average number of days that your listings stay on the market before they sell?** Variable; The goal will always be to price any home so that the market absorption rate will be between 1-4 months. My target “adom” will always be somewhere between 1-3 months.
17. **What percentage of your listings cancel or expire?** Almost never have any listings cancel. To date, I have only one true cancellation. Expiration percentage is substantially higher because I intentionally take listings for short periods in some marketplaces to help sellers avoid becoming a stale listing in the marketplace.
18. **Is there a cancellation provision in your contract if I decide to take my home off the market?** There is no cancellation provision in the listing agreement. If you decide to remove your home from the market place, there are two types of cancellation provisions that can be provided. A conditional and non-conditional provision.
19. **Will there be a cancellation fee if I choose to exercise that right? If so, why, and how much?** No cancellation fee for exercising your right to cancel beyond any costs incurred for promotion and advertising material directly related to subject property.
20. **What unique things will you do to market my home to other agents?** The most important thing that I can do to market your home to other agents will be to never offer less than the status quo commission. Agents are attracted to compensation, anything that translates to real dollars is what will get the attention of other realtors. The possibilities of what I will do to market your home to other agents is endless. Every sale is unique in its own way and will have a personalized marketing plan prepared in order to best reach the target audience. Although the highest priority will almost always be to market to the public, some of the things that I will do to market to other agents include reverse prospecting through multiple listing platform, social media video posts, regional company-wide listing availability share (Informing the managing brokers of all of our local branch offices of the





availability of your home so that our company has the first opportunity to service and sell your home before our competitors).

21. **Can you show me examples?** Yes, I can show you examples, if I have not already. Available immediately upon request.
22. **Are you a member of any multiple listing service?** Yes, currently I belong to three multiple listing services: Garden State MLS (Bergen, Essex, Hudson, Hunterdon, Middlesex, Morris, Passaic, Somerset, Sussex, Union and Warren counties), Bright MLS (market area spans nearly 40,000 square miles throughout the Mid-Atlantic, including parts of Delaware, Maryland, New Jersey, Pennsylvania, Virginia, Washington, D.C. and West Virginia) Monmouth Ocean Regional MLS (Monmouth and Ocean Counties).
23. **Will you have a professional quality photo-flyer made up on my home?** Absolutely, the flyer will be made with the photos provided by our professional vendor Home Visit photography.
24. **If so, how long will it take to produce?** Our photography vendor guarantees your image edits within 24 hours of your photo shoot. Delivery time of flyer is approximately 48-72 hours to your door from the time that imaging is received without fail every time. Examples provided
25. **Do you send flyers of my home to other agents? How do they get them?** No, we do not send quality prints to other agents. These prints are reserved for the general public or persons that are your potential buyers. The agents will receive a link to your property website which is again created through our vendor homevisit. This is a link branded to the advertising platform specific to your home that can be shared via text, email and any other social platform.
26. **May I see samples of the flyers of all the homes in your inventory?** Absolutely, be sure to ask to see examples if we have not already provided them for you!
27. **Who is in charge of your advertising? Who determines where and how often my property is advertised?** Rodney is the director of all activities regarding your listing. The determination of where and how often your property is advertised is made by our agreement. My design team director has full autonomy to create ad materials, but final approvals and frequencies of publications rest solely with me as your trusted professional.
28. **Do you advertise all the properties that you represent?** Yes, if we agree to represent your property, we will most certainly advertise it. The only question is to what capacity and frequency.
29. **How, when and where will you advertise my home?** It is our intent to advertise your home to exceed your expectations and deliver to you and the general public, ad materials that set you apart and make your home one of the most compelling available properties in the market place. Our intent is for you to experience a superior service offering only the best quality products. We will systematically utilize all our resources to ensure that we create the greatest exposure for your home.
30. **Are you currently advertising in any "homes" magazines? Which ones?** Yes, I have advertisements that run current in HOMES AND LAND for a variety of properties that I have and currently represent.





31. **May I see samples of current advertising on homes that you have listed?** Yes absolutely, please be sure to ask for examples of magazine advertisements if we have not already provided them for you.
32. **Do you have a private direct telephone line, or do all your calls go through the office switchboard?** (732) 803-0270 is direct to Rodney Davis. All calls that go through the company switchboard are forwarded directly to my private line. Feel free to give it a try! Office (856)235-1950.
33. **How do you control the calls that come in from your advertising or marketing efforts?** As a premiere agent on the Zillow platform, the benefit that I am able to afford my clients is that all inquiries provided to Zillow are forwarded directly to Rodney Davis, not even the Weichert Switchboard. Feel free to try it. Go to Zillow search my name, pick an active listing of mine and dial the contact number.
34. **How do you keep these buyer calls/leads from falling through the cracks?** C.R.M. Customer Relationship Management Software. The reason that Zillow publishes a number that is different from my direct line is so that all calls can be recorded for playback. This feature aids in the use of managing customer information in the CRM systems.
35. **Are you automated? If not, why not? If so, do you use software designed specifically for real estate? Which package? (i.e., powerpack 21, online agent, agent 2000, top producer, follow up boss, Howard & Friends, ACT, Realty 2000)?** Yes, we are automated! The software that supports Rodney is Referral Maker CRM through Buffini and Company. Feel free to Google BuffiniandCompany.
36. **Why did you choose to work for the company you represent? If it's not a national franchise, why would you affiliate yourself with a company that doesn't offer the national exposure that I deserve?** The abbreviated version is that Weichert Realtors is a company that is owned and operated by one family. Weichert is franchised on the east coast. I am affiliated with Weichert because this company provides the most resources to pass to consumer sellers and buyers alike. In addition, there are over 400 offices that employ over 10,000 agents in the state of NJ alone. My affiliation rests with Weichert because it always gives my clients a direct link to all Weichert agents and offices.
37. **How does that benefit me? Would you please elaborate?** The benefit to you is that no matter where your home is located, I can employ the full spectrum of my company's resources to get your home sold at its best value. The strength is in the numbers that Weichert represents. The number of agents, offices, buyers, sellers, and market share. Please try to understand that the majority of brokerages will be franchises that may control 3-4 offices that may influence 50-60 agents at best. Weichert is 400 + offices, 10000 + agents.
38. **Do you have a cellular telephone? If not, why not?** Yes, my cell phone is my business.
39. **How can I be assured that I will be able to reach you when I need to? How do buyers reach you off an ad?** You can rest assured that you will always be able to reach me because I am going to ask you to refer me to your network and ask you to review the quality of the service that I have provided to you on a public platform. (Zillow, Google, Trulia, or Realtor). Buyers can reach me via any social platform (LinkedIn, Facebook, Snapchat, Twitter, Instagram, Google), email, website (both [refined-dreams.com](http://refined-dreams.com) and [rodney-davis.weichert.com](mailto:rodney-davis.weichert.com)) and direct through call and text.







40. **Do you work with buyers? Why or why not?** Yes absolutely! I work with buyers because it keeps me in and out of homes to keep familiar with inventory and in touch with what features are trending with consumers that are in the marketplace.
41. **Do you hold any open houses? Why or why not?** Yes, we have a very extensive open house program. We host open houses for 3 main reasons. Foot traffic, feedback, and new buyers. The first two are to benefit you directly as the seller. We want you to know what the public thinks of your asset. The more traffic that flows through a home, the higher the sale price will be. The third is a tradeoff. You will get the best buyer, we will get all the rest to sell them other homes.
42. **Do you have a personal assistant? Why or why not?** I do not have a personal assistant. My reason for not having a personal assistant is because my company has provided me with office assistants that perform marketing and administrative functions that keep me free to service my clients and customers.
43. **Will I ever hear from you personally, once my home is listed?** Yes, the expectation that I create with all my clients is that you can expect to have communication with me no less than once a week. Although I prefer to have a phone conversation, sometimes communication can be limited to text, email, direct message or video chat.
44. **Will I have to deal with an assistant or can I contact you directly?** In peak service times, you may have contact with administrative assistants and have an associate agents assigned to service your account. You will always have direct contact with myself for the entire transaction process.
45. **Is there a “back line” number at your office that you can give to me if I need you after hours?** I do not have a “back line” number at my office. If you need to speak with me after hours you have my direct line to call and text for emergency. In the unlikely event of my unavailability, my associate managing broker Aileen Konzlemann can be your next point of contact.
46. **Do you hold any professional designations from any national organizations? If yes, what are they?** Yes, I do currently hold three designations from the National Association of Realtors. They are as follows; PSA (Pricing Strategy Advisor), RSPS (Resort & Second-Home Property Specialist), and SFR (Short Sales & Foreclosure Resource).
47. **If you do not hold any professional designations, what is the reason? Do you believe that this demonstrates a lack of commitment to your profession?** My personal commitment of service is to provide each client with the most information so that they may leverage it to make the best sale or purchase. I do believe that having no designations is a sign of being inferior and or average in an industry that requires special attentions to detail.
48. **Have you participated in any specialized education to give you specialized expertise?** Yes, at an absolute minimum, I attend specialized workshop trainings once a year that credit me with designations that are recognized by NAR (National Association of Realtors). PSA, RSPS, SFR, & Team Building.
49. **Are you a million-dollar producer? How many millions did you do last year?** Yes, I am a multi-million-dollar producer of Real Estate Sales. Last year, my production was 7.1 million. I had been awarded the SILVER level Circle of Excellence by New Jersey Real Estate Commission.





50. **Without that kind of proven track record, how can you make me feel confident that you can do the job?** My track record says that I do my job well and that I have a passion for what I do.
51. **Are you a member of any boards or associations of Realtors? If yes, which ones and why?** Yes, I belong to multiple associations that include NAR (National Association Realtors), NJAR (New Jersey Association Realtors) and MORR (Monmouth Ocean Regional Realtors) which is my primary board association. I maintain membership with these associations so that I can pass any advantage of information or resource that they offer direct to my clients.
52. **Are you involved in your local board or association of Realtors?** No, currently I have no direct involvement with my local board or associations.
53. **Do you work with a team of related professionals in your real estate practice? For example: title and mortgage officers, insurance agents, termite inspectors, tradesman etc.** Yes, my value to you is having these teams prepared to provide an exceptional service experience for every avenue of a real estate exchange. Although I have several teams of service providers prepared; Weichert is a company that offers a full suite of service providers for your every need.
54. **Do you have any letters of recommendation from these people or a list of them as references?** At this time, I do not have any letters of recommendation from my suites of service providers. However, feel free to ask for a list of my preferred providers and the reasons why they are the preferred groups.
55. **Do you “co-broke” with other real estate companies?** Yes, we will cooperate with other real estate firms by offering a portion of the agreed commission as compensation for procuring a ready, willing, able, and qualified buyer to a home that we have marketed. We will not however, share the responsibility of listing a property with another brokerage.
56. **Do you work with “sub agents” and offer them a co-broke fee? Why or why not?** Yes, subagents are welcome to represent buyers to the properties we represent. Our priority is bringing you the best buyer. It doesn't matter who represents the buyer as long as you get the sale that you are looking for.
57. **Do you work with “Buyer Brokers” and offer them a co-broke fee? Why or why not?** Yes, same as above.
58. **Do you split the fee that I pay on an equal basis with your fellow Realtors? Why or why not?** The fee that you agree to pay will determine if an equal split is provided to our colleagues. In most instances, an equal split is not provided as a result of the many services that are provided for marketing. In addition, we will never offer compensation that is less than the status quo. Weichert listings always sell first because our standard for compensation is consistent.
59. **How do you feel about lock boxes? Why would I want to have one on my door?** Lockboxes are a convenience. Our lockboxes are electronic and can only be accessed by licensed agents who have the software or hardware to do so. It allows us to track the showing activity on your home and keep you informed of who has had access to the subject property and when. I DO NOT RECOMMEND combination boxes as that code can be given to any person for an unsupervised visit into your home.





60. **How do you feel about for sale signs? Why would I want to have one in my front yard?** For sale signs are necessary. They are mini billboards that attract the attention of the public to the availability of your asset. We have a standard for providing a sign post and hanging panel on every listing. Our goal is making sure that you have a professional quality representation that the public identifies with.
61. **What type of "For Sale" sign will you place on my property?** It will be a white wooden post with a custom weichert hanging sign panel and rider.
62. **Do you have floor time at your office with calls going to the floor person?** Yes, our offices keep agents on rotating floor shifts to ensure that every customer is met with a live agent that could help them make a purchase or sale from 9am to 9pm.
63. **How can I be sure of their professionalism or knowledge of my property?** There is no way to be sure of anyone else's professionalism or knowledge other than my own, however I can say that Weichert is a company that requires and monitors phone training and etiquette. What you can be sure of is that no call will go unanswered and any interest or opportunity to sell your asset will not be missed.
64. **Do you take floor time? Why or why not?** I do not take floor time, nor do any of my immediate team members. It is my belief that two kinds of agents exist. Those that go out and hunt for business and those that sit and wait for the hunters to bring back the catch. It takes a higher level of skill and fearless mindset to operate in the hunting pack of agents.
65. **How do you sell someone on the benefits of home ownership?** Only a small portion of my value falls under helping you understand the benefits of making a purchase or sale. The larger portion of value is understanding and facilitating the process of transaction. Everyone will have a different set of motivations for why they want what they want. It is the process of getting to that point that does not change. My value is navigating you through the seas of transition without casualty to your health and wealth.
66. **Is your company a member of a national relocation organization or tied to a relocation company?** My company is directly affiliated with Cartus Relocation Company. Cartus is a relocation company that services fortune five companies offer a full suite of business to business relocations. In addition, I myself happen to have a very extensive background as a relocation expert with strong affiliations to Wheaton Worldwide Van Lines.
67. **How do you network with fellow Realtors? Do you attend any national conventions or events?** I network with other real estate professionals by working in various office locations and keeping a presence in social media. Within my own company, I travel regularly to various offices and network with managing brokers that play an instrumental part in keeping my inventory in front of their agents. Also, other events such as lunch and learns, continuing education trainings and national conventions such as triple play Atlantic City are part of my networking strategy.
68. **Do you have a mentor, if so who, if not then why? What do you like best about their teachings? Do you follow their philosophies?** Yes, I do have a mentor, her name is Aileen Konzlemann. She is the managing Broker of Moorestown (the #1 office in the Weichert Company). She is the recipient of the manager of the year award for the last two consecutive years. She is an advocate for the teachings of Tom Ferry which blend well with my choice of teachings from Brian Buffini. What I like best about the teachings is the simplicity of everything that





they coach. Yes, I follow the philosophies, it is everything that has brought me to this point of my career.

69. **Do you have an actual marketing plan with a schedule of events to ensure my sale? May I see it?** Yes, I do have an actual marketing map that outlines all the avenues of marketing that we may employ to get your desired outcome. Please be sure to ask to see my marketing map.
70. **Finally, why should I list my home with you and not some other agent?** If the previous sixty-nine answers were not enough reason, then you should know that you're not going to meet anyone with more passion for achieving the success that you search for than the person that you just interviewed. I don't take short cuts, I don't short change anyone that makes an investment in my business and I simply will not let my competition outwork me. I am professional through discipline and practice and kind and caring through nurture and nature. Problem solving and winning is just what I know how to do!

