Listing Agent Interview Worksheet

The 11 questions that reveal if an agent can & will actually maximize your net proceeds.

Most sellers pick their listing agent backwards. They get three CMAs, pick the agent with the highest list price and lowest compensation, sign papers, and then take three price reductions over the next six weeks. The agent who promised the highest price was the agent telling them what they wanted to hear. This is what is know as “buying the listing”.

- **These 11 questions reveal everything.**
- Interview **at least three agents**, record their answers below, and compare side-by-side.
- Pick an agent based on **competence**, not on highest-promised-list price and at the lowest discount cost to you. It can and likely will cost you far more than you think you might be saving.

The 11 questions

1. How many listings have you had in the last 12 months & how many of them sold?

Why it matters: Look for production volume and a sell-through rate above 90%. Below 90% means they take listings they can't actually sell.

Agent A	Agent B	Agent C

2. What's your list-to-sale-price ratio on your closed listings?

Why it matters: The single most revealing number. Strong agents: 98%–102% of original list. Weak agents: 90%–95%. If they don't know this off the top of their head, that's also data.

Agent A	Agent B	Agent C

3. What's your average days on market versus the local MLS average?

Why it matters: You want them at or below the local average — ideally significantly below.

Agent A	Agent B	Agent C

4. Walk me through how you arrived at your suggested list price.

Why it matters: Weak agents give you a number with vague justification. Strong agents teach you their methodology — specific comps used, adjustments applied, and current market momentum.

Agent A	Agent B	Agent C

5. How would you market this specific home — not your generic package?

Why it matters: Watch for canned answers. You want strategic specifics: target buyer, channels, launch sequence, pricing strategy, offer-deadline strategy.

Agent A	Agent B	Agent C

6. How do you handle multiple offers?

Why it matters: Strong agents have a defined process: offer matrix, communication with buyers' agents, structured best-and-highest, net-based evaluation, strategic counters.

Agent A	Agent B	Agent C

7. What's your inspection negotiation philosophy?

Why it matters: Inspection responses are where many deals die. You want an agent who categorizes findings rationally and negotiates firmly without being inflammatory.

Agent A	Agent B	Agent C

8. How do you communicate with sellers during a listing?

Why it matters: Good agents have a defined cadence: weekly written updates, immediate offer notifications, specific availability windows, backup contact.

Agent A	Agent B	Agent C

9. What's your commission, and what does it actually cover?

Why it matters: Don't shop on commission alone, but understand exactly what's included: marketing budget, staging, photography, buyer-agent strategy.

Agent A	Agent B	Agent C

10. If we don't get an offer in the first 21 days, what's your recommendation?

Why it matters: Strong agents have a diagnostic process. Weak agents say 'we'll see' or jump straight to price reduction.

Agent A	Agent B	Agent C

11. Can you give me three references from sellers in the last six months?

Why it matters: Always call them. Ask if the agent was honest about pricing, communicated well, and handled problems professionally.

Agent A	Agent B	Agent C

Comparison summary

After interviews are complete, fill in this comparison table. Then make your decision.

Metric - rate #5 thru #9 (1–10)	Agent A	Agent B	Agent C
1. **Suggested list price**			
2. **List-to-sale-price ratio**			
3. **Average days on market**			
4. **Sell-through rate** (% of listings taken to sold ratio)			
5. **Marketing approach**			
6. **Gave clarity of process**			
7. **References quality**			
8. **Communication style fit**			
9. **Gut feeling**			
10. **Total compensation**			

Red flags: walk away if any of these come up

- Agent promises a list price 10%+ above other agents' CMAs without specific defensible reasoning.
- Agent dismisses the impact of pricing strategy ('we'll just adjust later if needed').
- Agent doesn't ask about your timeline, motivation, or goals.
- Agent talks more than they listen.
- Agent puts down other agents you've interviewed.
- Agent can't articulate a specific marketing plan for your home.
- Agent asks you to sign a listing agreement longer than 6 months without justification.
- Agent has no client references readily available.

Green flags: signals of a strong agent

- Walks through pricing methodology with specific data.
- Asks detailed questions about your timeline, financial goals, and emotional readiness.
- Has a clear, written marketing plan they walk you through.
- Quotes their own production numbers (list-to-sale ratio, days on market, sell-through rate).
- Offers references proactively.
- Pushes back on your assumptions when warranted.
- Sets clear expectations about communication, timing, and process.
- Has a specific philosophy on multiple offers, inspections, and appraisal disputes.

Want to interview me too? That's a great idea!

Complete your agent interviews first, then I'll go last.

But do yourself a favor and don't decide until we meet. You'll be happy that you waited.

If you're working through this worksheet and want to add a Greater Phoenix listing specialist with over 23 years of experience, a proven track record of pricing precision, creative financing knowledge, and expert net-proceeds engineering - reach out.

I bring real market data, real numbers, real references, and a real plan – **without the pressure.**

I welcome being on this list and I'm grateful for the opportunity for us to interview each other to see if we're a great fit. Just like you interview agents before you make a choice to hire one, I interview potential clients to ensure a great fit. If I don't think we can be successful together, I'll leave you with my reports and at least 2 expert agents that can serve your needs – who I would recommend to my family and friends.