

TIPS & TOOLS

Find a REALTOR® - 10 Questions to Ask

Homeowners should interview a few potential REALTORS® before deciding on one to sell their home. Here are some smart questions to ask:

1 How long have you been in the business?

A freshly-licensed REALTOR® can do a wonderful job and will have up-to-date training; those in the business longer bring more practical experience to the table.

2 What is your average list-to-sales-price ratio?

A listing REALTOR® should hold a track record for negotiating sales prices that are very close to list prices.

3 How will your marketing plan meet my needs?

Specifically, how will you sell my home? Where and how often do you advertise? Will you show me a sample flier? How do you market online?

4 Will you provide references?

Ask if any of the references are related to the REALTOR®. Ask if you can call their references with additional questions.

5 What separates you from your competition?

Key phrases to listen for: assertive, available by phone or e-mail, analytical, able to maintain a good sense of humour under trying circumstances.

6 May I review documents that I will be asked to sign?

A good REALTOR® makes forms available to you before you are required to sign them. Ask to see agency disclosure, listing agreement, seller disclosure.

7 Can you help me find other professionals?

Your REALTOR® may be able to provide a list of service providers who can help with things such as home inspection, staging, renovations, legal and financial advice. Get an explanation if you see the term "affiliated". It could mean the REALTOR® is getting compensation from vendors.

8 How much do you charge?

Real estate fees or commission are negotiable and may vary from broker to broker.

9 What if I'm unhappy with the service?

If you sign a listing agreement with the REALTOR® and later find that you are unhappy with the arrangement, will the REALTOR® let you cancel the agreement?

10 What haven't I asked you that I need to know?

Pay close attention to how the REALTOR® answers this question, because there is always something you need to know - always.