

# Realtor Checklist

By Campbell Rodriguez

- Selecting a Realtor
  - Identify which realtor specializes in the locations you're interested in.
  - Attend open houses to better understand the market and also to meet realtors.
  - Make a list of potential realtors.
  - Contact the best two or three real estate agents on your list.
  - Prepare a list of questions to ask potential realtors.
  - Interview a few different agents.
  - Choose a comfortable location for the interview.
- Questions to Ask
  - How long have you been in the real-estate business?
  - How many homes have you sold to date this year?
  - What percentage of your listings sell successfully?
  - How many listings are you carrying?
  - Do you live in the area where I would like to purchase or sell my home?
  - How long have you been working in this area?
  - Can you supply me with a list of vendor references?
  - How many potential buyers do you talk to on an ongoing basis?
  - What is your suggested selling price for my home?
  - How did you determine that price?
  - Are you willing to prepare a marketing plan for my home?
  - Will you prepare a professional, typeset flyer of my property?
  - Will my property be listed on your agency's website?
  - How will you encourage other agents to sell my property?
  - How often will I receive a marketing update of my property?
- A Good Realtor
  - Works on deadlines and should be where he/she says he/she will be.
  - Has experience.
  - Utilizes technology frequently in order to maximize the selling experience.
  - Has a strong web presence.

- Knows all of the real estate laws.
- Knows where to go if something comes up that she has not dealt with in the past.
- Is truly enthused and excited about your home.
- Good communicator.