



## **10 Questions to Ask a Real Estate Agent** To Make Sure You Hire the Right One

Many consumers interview potential real estate agents before deciding on whom to hire. Just as you are sizing up the potential for a good fit, rest assured that the real estate agent will likely be interviewing you, too. Be wary of agents who don't ask you questions and probe for your motivation. You wouldn't work with just any agent off the street, and good agents are just as selective about their clients, too.

### **1. How Long Have You Been in the Business?**

### **2. What is Your Philosophy and Method on Pricing?**

### **3. What is Your Marketing Plan or Strategy for My Needs?**

- Specifically, how will you sell my home?
- Do you have separate marketing plans for buyers and buyer agents?
- Will you show me a sample flyer?
- How do you market online?

### **4. May I Review Documents Before I Will Be Asked to Sign?**

A sign of a good real estate agent is a professional who makes forms available for preview before you are required to sign them. You should be able to ask for these documents upfront. As a seller, ask to see:

- Agency Disclosure
- Listing Agreement
- Seller Disclosures

### **5. What Aspects of the Transaction Will You Handle Personally & Which Will Be Delegated to Others?**

### **6. What Are the Top Three Things That Separate You from Your Competition?**

A good agent won't hesitate to answer this question and will be ready to fire off why they are best suited for the job. Everyone has their own standards, but most consumers say they are looking for agents who say they are:

- Honest and trustworthy
- Assertive
- Excellent negotiators
- Available by phone or e-mail
- Good communicators & friendly
- Analytical
- Able to maintain a good sense of humor under trying circumstances

## **7. How Will You Help Me Find Other Professionals?**

Let the real estate agent explain to you who they work with and why they choose those professionals. Your agent should be able to supply you with a written list of referring vendors such as staging companies, home inspectors, contractors and title companies.

## **8. How Much Do You Charge?**

Don't ask if the fee is negotiable. All real estate fees are negotiable. Typically, real estate agents charge a percentage, from 1% to 4% to represent one side of a transaction: a seller or a buyer. A listing agent may charge, for example, 3.5% for themselves and another 3.5% for the buyer's agent, for a total of 7%.

## **9. What Kind of Guarantee Do You Offer?**

If you sign a listing agreement with an agent and later find that you are unhappy with the arrangement, will the agent let you cancel the agreement? Will the agent stand behind their service to you? What is their company's policy about canceled agreements? Has anybody ever canceled an agreement with them before?

## **10. What Haven't I Asked You That I Need to Know?**

Pay close attention to how the real estate agent answers this question because there is always something you need to know, always. You want an agent to take their time with you -- to make sure you feel comfortable and secure with their knowledge and experience. They should know how to listen and how to counsel you, how to ask the right questions to find out what they need to know to better serve you.



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