



LISTING AGENT SELECTION CHECKLIST

Here's a practical checklist you can use when selecting a real estate agent to **SELL** your property:

BEFORE YOU SPEAK WITH AN AGENT--Understand Your Needs:

- List your must-have and nice-to-have outcomes.
- Outline your goals for the sale.
- Decide on your preferred timeline.
- What does an acceptable offer look like to you?

Researching Agents:

- Gather a list of potential agents through referrals, online searches, and local advertisements.
- Check each agent's online presence, including their website and social media.
- Reviews will be located in a few places, so check them all out (Zillow, Realtor.com, website, Google)

Interviewing Agents:

- Schedule initial consultations (in-person or virtual).
- Evaluate their preparedness, communication style, and responsiveness.

Discussing Fees:

- Inquire about commission rates and any additional fees.
- Understand exactly what services are included in these fees.
- Compare fee structures between different agents.

Determining Compatibility:

- Reflect on your comfort level with the agent's personality and approach.
- Consider if their business style aligns with your expectations.
- Ensure they show genuine interest in meeting your specific needs.

Assessing Reputation After Meeting with Agent:

- Request references from past clients.
- Contact some of the references to discuss their experiences.
- Look for awards, recognitions, and professional affiliations.

Making Your Decision:

- Review all gathered information and impressions.
- Assess which agent best meets your needs based on all criteria.
- Choose the agent you trust and feel most confident about.
- Caution: Don't select based on who says your property is worth the most.

Final Steps:

- Confirm the agreement with your chosen agent in writing.
- Establish clear communication guidelines and expectations.

This checklist should ensure a thorough vetting process, helping you to select an agent who's truly the best fit for your real estate needs!



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LISTING AGENT SELECTION QUESTIONS

Important Questions to Consider an Agent Skill Level to SELL Your Property:

- What specific training or certifications have you completed that enhance your real estate skills?
- Can you describe a complex transaction you've handled and how you navigated the challenges?
- How do you leverage technology?
- How do you determine what a property is worth?
- What techniques do you use to price a home accurately in this current market?
- Provide recent examples of how you've used market data to help a client make a decision.
- How will you support us in the negotiation process?
 - o Share a challenging negotiation you've handled and how you secured a favorable outcome.
 - o How do you ensure you represent my best interests in a negotiation?
 - o How do you handle multiple offers? Explain a time when this worked in the seller's favor.
- What is your availability like?
 - o How do you manage client communications?
- Review samples of the Agent's marketing materials (brochures, flyers, website listings, videos).
- Understand how they track and report on marketing effectiveness.
- How do you align your marketing strategies with current buyer demographics and behaviors?
- Given the current interest rate environment, how would you adjust our selling strategy?
- Discuss how you've successfully navigated a bidding war in a seller's market.
- What metrics do you consider most critical when evaluating the performance of a listing and why?
- How do you approach negotiations with buyers who are backed by strong buyer agents?
- Explain how changes in local zoning or development plans have impacted home values in our area.
- Can you describe your marketing strategy for selling my house?
 - o What's your marketing strategy specific to my home and how it stands out from others you've sold?
 - o What digital marketing tools and social platforms do you use, and how do you measure their success?
 - o How do you adapt your strategy based on market conditions or feedback from potential buyers?
 - o How do you reverse prospect?

We assembled these rather savvy questions to help you cut through the fog and be able to understand the person that will help you with one of the largest financial transactions of your life.



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