



Tips for Choosing a REALTOR®

The Real Estate Checklist

Choosing the right REALTOR®

Name: _____

Company: _____

Phone Number: _____

Here are some discussion questions to assist you in selecting the right REALTOR® to help you achieve your personal goals.

General Information

Did the sales representative listen, understand and document my needs?

Would I be in control of the sales process?

Is there a written guarantee documenting my expectations? Can I *cancel* at any time if I'm not satisfied?

How much do you know about the market area that I want to buy/sell in?

How can you reassure me that you will service my needs? *(eg. Do you have written testimonials from prior clients, letters or recommendations?)*

Do you specialize in any particular part of the market? *(eg. Luxury homes, first time buyers, relocation)*

Do you focus more on Buyers or more on Sellers in your market?

How will you promote my home using the internet?

What online marketing resources will you use to attract viewers to my listing?

Do you have suggestions or information on how to sell my house faster?

How much is my home worth? How can you prove this is a fair price to list at?

What types of marketing services will be offered?

Your Key Areas to Discuss: _____

Overall Comments: _____
