



Analyzing an Agent

The following is a list of questions that you might ask a real estate agent if you are thinking about retaining his/her services. Some questions are more useful than others depending upon whether you are a buyer or a seller. The list is not all-inclusive; you may think of other good questions to ask.

Questions to Ask an Agent

What neighborhoods do you cover?

How long have you been working as a real estate agent?

What made you decide to enter the real estate business?

How long have you been with this firm?

Do you have any designations? What is involved in attaining those designations?

In what sort of continuing professional education do you participate?

How many other people are you working with right now?

May I see your activity list of recent transactions that you orchestrated?

Do you work with other agents?



What is your commission structure and how did you set that?

Describe what your marketing approach would be for this property.

What fees related to closing are my responsibility in this neighborhood? What fees are the other party's responsibility?

Can you estimate how long it will take to find a property for me?

Can you estimate how long it will take to sell this property?

Should any work be done on this house before I sell it?

What is your method for determining a good selling price?

What is your method for determining a good offer price?





Observations of an Agent in Action

Did s/he greet you or wait for you to approach?

Did s/he introduce himself and offer a business card?

Did s/he ask for your name and for you to sign a guest sheet?

Did s/he offer a fact sheet on the property?

Did s/he ask about you to determine your needs?

Was s/he professional and courteous or patronizing and condescending?

Did s/he take you on a tour of the house and what was his presentation style?

How much did the agent know about the property s/he was showing?

Did the agent discuss the fiduciary relationship between the two of you?

How does s/he answer the phone? What is the quality of dialogue between him and the caller?

Did s/he offer useful information about the property, neighborhood, or buying/selling process?



Questions to Ask of an Agent Referral

How long was your house on the market?

Did you have to reduce the price to sell it?

Did your agent get you the best possible deal?

Was the property constantly being marketed, or did you have to prod the agent to work?

Could your property have been sold faster? At a higher price?

Did the agent call for an appointment before showing your home?

Was the agent's support staff easy to work with?

Did your agent co-op with another agent? How successful was that interaction?

Did your agent stay involved through the closing process?

Did you feel the agent was qualified to orchestrate the sale of your home?

Did the agent respond promptly when you contacted him?

Did s/he appropriately educate you about the buying/selling process?





Did you encounter any problems with the agent that required resolution?

Would you use the agent again?

Other Questions and Notes



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