



Tips for Choosing a Sales Representative

The Real Estate Checklist *Choosing the right sales representative*

Sales Representative Name: _____

Company Name: _____

Website Address: _____

E-mail Address: _____

Phone Number(s): _____

Here are some discussion questions to assist you in selecting the right sales representative 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 process?
- Is there a written guarantee documenting my expectations?
- 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? (e.g. Do you have written testimonials from prior clients, letters or recommendation, etc.)?
- Do you specialize in any particular part of the market? e.g. luxury homes, first time buyers, relocation. And do you focus more on buyers or more on the selling market?

Questions for Buyers

- How will you keep me informed of new listings fitting my requirements?
- What financing alternatives, if any, do you or your firm offer to help determine what I can afford to buy?
- What costs are involved in the buying process? (e.g. real estate fees, legal fees, closing costs, down-payment, etc.)?

Questions for Sellers

- 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 any 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 it?
- What types of marketing services will be offered?

Your Key Areas to Discuss:

Overall Comments:
