

## 10 Questions to Ask When Hiring a REALTOR

Homeowners should interview a few potential REALTORS® before deciding on one to sell their home. Here are some smart questions to ask:

### 1. How long have you been in the business?

A freshly-licensed REALTOR® can do a wonderful job and will have up-to-date training; those in the business longer bring more practical experience to the table.

### 2. What is your average list-to-sales-price ratio?

A competent listing REALTOR® should hold a track record for negotiating sales prices that are very close to list prices.

### 3. How will your marketing plan meet my needs?

Specifically, how will you sell my home? Where and how often do you advertise? Will you show me a sample flyer? How do you market online?

### 4. Will you provide references?

Ask if any of the references are related to the REALTOR®. Ask if you can call their references with additional questions.

### 5. What separates you from your competition?

Key phrases to listen for: assertive, available by phone or e-mail, analytical, professional, reliable, and able to maintain a good sense of humour under trying circumstances.

### 6. May I review documents that I will be asked to sign?

A good REALTOR® makes forms available to you before you are required to sign them. Ask to see agency disclosure, the listing agreement and seller disclosure.

### 7. How will you help me find other professionals?

Ask for a written list of referring vendors. Get an explanation if you see the term “affiliated”. It could mean the REALTOR® is getting compensation from vendors.

### 8. How much do you charge?

You don't have to ask if the fee is negotiable, since all real estate fees are negotiated. It may be a good idea to ask what their commission fee is for your reference.

### 9. What kind of guarantee do you offer?

If you sign a listing agreement with the REALTOR® and later find that you are unhappy with the arrangement, will the REALTOR® let you cancel the agreement?

### 10. What haven't I asked you that I need to know?

Pay close attention to how the REALTOR® answers this question, because there is always something you need to know--always.