

# Checklist - Choosing the best agent

- Get Recommendations:** Start by asking friends, family, and neighbors for recommendations. Personal referrals can be a valuable source of info.
- Research Online:** Search for real estate agents in your area online. Check websites, social media profiles, and online reviews to get an idea of their reputation and track record.
- Check Credentials:** Verify that the agent is licensed and in good standing. You can usually check with your state's real estate regulatory authority.
- Experience and Expertise:** Look for agents with experience in your specific market and type of property (e.g., residential, commercial, luxury). Ask about their track record, including recent sales and the average time it takes them to sell a property.
- Interview Multiple Agents:** Schedule interviews with at least three different agents. This allows you to compare their personalities, communication style, and knowledge.
- Ask Questions:** During the interviews, ask questions like:
  - How long have you been in the business?
  - What is your marketing strategy?
  - Can you provide references from past clients?
  - How familiar are you with the local market?
  - What is your commission structure?

- Check References:** Contact references provided by the agents. Ask about their experiences working with the agent and whether they were satisfied with the results.
- Communication Skills:** Pay attention to how well the agent listens to your needs and responds to your questions. Consider their availability and responsiveness, especially during evenings and weekends.
- Market Knowledge:** Evaluate their knowledge of the local real estate market, including recent trends, pricing, and neighborhood specifics.
- Negotiation Skills:** Inquire about their negotiation strategy and experience in getting the best deals for their clients. Ask the following questions:
  - "Can you share an example of a challenging negotiation and how you navigated it?" This question allows the agent to showcase their experience and problem-solving abilities.
  - "How do you ensure you're securing the best deal for your clients?" With this question, the agent can share their strategy and demonstrate their commitment to your interests.
  - "What is your approach when there are multiple offers on a property?" This question tests the agent's ability to strategize under pressure and can reveal a great deal about their negotiation skills.
- Marketing Plan:** Request a detailed marketing plan outlining how they will promote your property, including online listings, open houses, and advertising.



- Fees and Contracts: Understand the agent's commission structure and any additional fees. Compare this information with other agents. Review the terms of the listing agreement or buyer's agency agreement carefully before signing.
- Gut Feeling: Trust your instincts. Choose an agent you feel comfortable with and believe will represent your interests effectively.
- Compare Offers: Once you have gathered information from multiple agents, compare their proposals, experience, and references side by side.
- Negotiate Terms: Don't hesitate to negotiate terms, including the commission rate and any exclusive agreements.
- Written Agreement: Ensure that all agreements with the chosen agent are in writing, including the terms, responsibilities, and timelines.