

# Seller's Guide to Interviewing a Realtor

*If you are currently thinking about selling your home, the following 21 questions will assist you in determining whether or not a Realtor is truly committed to the profession of selling real estate, or simply interested in obtaining a listing.*

## 21 Questions

1. Do you work as a full-time Realtor?
2. Do you have another job?
3. Do you have a full-time Assistant(s)?
4. What area and in what aspect of the market do you specialize: How long have you lived in Calgary?
5. Do you have a written marketing plan specifically designed to sell my house?
6. Do you attend the C.R.E.B. General Meetings? How often? Do you attend A.R.E.A. and C.R.E.A. Conferences ?
7. How do you market properties directly to buyers?
8. How many properties have you sold in the last three months?
9. Will you produce a feature sheet and flyer with pictures to market my home?
10. Will you actively market my home on the Internet? Will this include color pictures?
11. Do you have a written business plan and mission statement?
12. How often will I hear from you after my home is listed with you?
13. If you do not do what you say you will, may I get an unconditional release from our listing agreement?
14. How will you let me know what you are doing to market my property?
15. What are the current market trends? Is it a good time to sell?
16. What other marketing techniques will you use to get my property sold?
17. In what ways do you encourage other Realtors to sell my property? How do you network?
18. What can I do to help sell my property?
19. Are you a certified relocation specialist?
20. Do you have the names of references I may call?
21. How confident are you that you can sell my home? Why?

**WARNING:** *Be aware of any Realtor who focuses on either an inflated listing price, or low commissions as the primary point(s) in their marketing presentation.*

***"Always serving you . . . "***