



10 Questions to Ask Your Realtor About Selling Your Home

1. Are you a full-time professional real estate agent? How long have you worked full time in real estate?

Knowing whether or not your agent practices full time can help you determine potential scheduling conflicts and his or her commitment to your transaction. As with any profession, the number of years a person has been in the business does not necessarily reflect the level of service you can expect, but it is a good starting point for your discussion. The same issue can apply to professional designations.

2. Do you have a personal assistant, team or staff to handle different parts of the purchase? How do I communicate with them?

It is not uncommon for agents who sell a lot of houses to hire people to work with them. As their businesses grow, they must be able to deliver the same or higher quality service to more people, just like Lawyers or Dentists do, they need a team to give the best service. You may want to know who on the team will take part in your transaction, and what role each person will play.

3. Do you use current mobile technology, social media, and web advertising?

Many buyers prefer to search online for homes because it's available 24 hours a day and can be done at home or on the go. Recent reports have shown that people spend more time each week on their favourite social media sites than any other website, and more and more people are doing it on their mobile every day. So you want to make sure your home is listed with a team who understands and uses the most current technology.

4. How will you keep in contact with me during the selling process, and how often?

Some agents may email, fax or call you daily to tell you that visitors have toured your home, while others will keep in touch weekly. Asking this question can help you to reconcile your needs with your agent's systems.

5. What do you do that other agents don't that ensures I'm getting top dollar for my home?

Marketing skills are learned, and sometimes a real estate professional's unique method of research and delivery make the difference between whether or not a home sells quickly. For example, an agent might research the demographics of your neighborhood and present you a target market list for direct marketing purposes.

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10 Questions to Ask Your Realtor About Selling Your Home (cont.)

6. Will you give me names of past clients so I can check your References?

Interviewing an agent can be similar to interviewing someone to work in your office. Contacting references can be a reliable way for you to understand how he or she works, and whether or not this style is compatible with your own.

7. If I am not satisfied with your performance, can I terminate our listing agreement?

Keller Williams® Realty understands the importance of win-win business relationships: the agent does not benefit if the client does not also benefit.

8. How will you get paid? How are your fees structured? May I have that in writing?

In many areas, the seller pays all agent commissions. Sometimes, agents will have other small fees, such as administrative or special service fees, that are charged to clients, regardless of whether they are buying or selling. Be aware of the big picture before you sign any agreements. Ask for an estimate of costs from any agent you contemplate employing.

9. How would you develop pricing strategies for our home?

Although location and condition affect the selling process, price is the primary factor in determining if a home sells quickly, or at all. Access to current property information is essential, and sometimes a pre-appraisal will help. Ask your agent how they created the market analysis.

10. What will you do to sell my home? Who determines where and when my home is marketed/ promoted? Who pays for your advertising?

Ask your real estate agent to present to you a clear plan of how marketing and advertising dollars will be spent. If there are other forms of marketing available (such as Internet Websites, Social Media, Mobile Optimized Listings, open houses, and neo-local advertising). but not specified in the plan ask who pays for those.

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