

Questions to Ask When Interviewing Listing Agents

Don't be shy – this is an important decision with significant financial implications.

- Q: In **which neighborhoods**/areas do you specialize?
- Q: How many homes have you **listed & closed** in the past 12 months? (**NOTE:** This question is different than how many homes have you sold – a buyer sale is *very different* than a listing but Realtors can claim to have sold the house when they brought the buyer. Also, any agent can list a home, but they don't all close!)
- Q: What are your **closed listing statistics?** Average days on market (DOM) and average % sold price to original list price?
- Q: Besides putting a sign in the yard and posting the listing online, **what else do you do** to get the home sold?
- Q: Do you **provide staging services?**
- Q: Do you **guarantee your services?**
- Q: Do you have **references** of past **listing clients?**

There is a Difference in Realtors, and it Matters!