



TIFANI AND COMPANY

How to Interview a Real Estate Agent

Smart consumers interview potential real estate agents before deciding on whom to hire. Just as you are sizing up the potential for a good fit, rest assured that the real estate agent will likely be interviewing you, too. Be wary of agents who don't ask you questions and probe for your motivation. You wouldn't work with just any agent off the street, and good agents are just as selective about their clients, too.

1. How Long Have You Been in the Business?

The standard joke is there's nothing wrong with a new agent that a little experience won't fix. But that's not to say that freshly licensed agents aren't valuable. Much depends on whether they have access to competent mentors and the level of their training. Newer agents tend to have more time to concentrate on you. Some agents with 20 years of experience repeat their first year over and over. Other 20-year agents learn something new every year.

2. What is Your Average List-Price-to-Sales-Price Ratio?

Knowing the agent's average ratio speaks volumes. Excluding sizzling seller's markets, a good buyer's agent should be able to negotiate a sales price that is lower than list price for buyers. A competent listing agent should hold a track record for negotiating sales prices that are very close to list prices.

3. What is Your Best Marketing Plan or Strategy for My Needs?

As a buyer, you will need to know:

- How will you search for my new home?
- How many homes will I likely see before I find a home I want to buy?
- Will I be competing against other buyers?
- How do you handle multiple offers?
- Do you present offers yourself?



**THE REAL ESTATE
GROUP, INC.**

2220 Omro Road
Oshkosh, WI 54904

When you are ready to buy or sell, turn to Tifani Bratton Wesner. You will discover a sharp professional, as well as a trustworthy friend by your side.

(920) 279-1213
Tifani@TifaniAndCompany.com

TifaniAndCompany.com

TIFANI
AND COMPANY

Quality is easy to recognize

As a seller, you will need to know:

- Specifically, how will you sell my home?
- What is your direct mail campaign?
- Where and how often do you advertise?
- Will you show me a sample flyer?
- How do you market online?

4. Will You Please Provide References?

Everybody has references. Even new agents have references from previous employers.

- Ask to see references.
- Ask if any of the individuals providing references are related to the agent.
- Ask if you can call the references with additional questions.

5. What Are the Top Three Things That Separate You From Your Competition?

A good agent won't hesitate to answer this question and will be ready to fire off why she is best suited for the job. Everyone has their own standards, but most consumers say they are looking for agents who say they are:

- Honest and trustworthy
- Assertive
- Excellent negotiators
- Available by phone or e-mail
- Good communicators
- Friendly
- Analytical
- Able to maintain a good sense of humor under trying circumstances



6. May I Review Documents Beforehand That I Will Be Asked to Sign?

A sign of a good real estate agent is a professional who makes forms available to you for preview before you are required to sign them. If at all possible, ask for these documents upfront.

As a buyer, ask for copies of the following:

- Agency Disclosures
- Purchase Agreement
- Buyer Disclosures

As a seller, ask to see:

- Agency Disclosure
- Listing Agreement
- Seller Disclosures

7. How Will You Help Me Find Other Professionals?

Let the real estate agent explain to you who she works with and why she chooses these professionals. Your agent should be able to supply you with a written list of referring vendors such as mortgage brokers, home inspectors and title companies. Ask for an explanation if you see the term "affiliated" because it could mean that the agent and her broker are receiving compensation from one or all of vendors, and you could be paying a premium for the service.

8. What Kind of Guarantee Do You Offer?

If you sign a listing or buying agreement with the agent and later find that you are unhappy with the arrangement, will the agent let you cancel the agreement? Will the agent stand behind her service to you? What is her company's policy about canceled agreements? Has anybody ever canceled an agreement with her before?

10. What Haven't I Asked You That I Need to Know?

Pay close attention to how the real estate agent answers this question because there is always something you need to know, always. You want an agent to take her time with you -- to make sure you feel comfortable and secure with her knowledge and experience. She should know how to listen and how to counsel you, how to ask the right questions to find out what she needs to know to better serve you.

Written by [Elizabeth Weintraub](#)

