

# SELLER'S CHECKLIST FOR QUALIFYING A LISTING AGENT

Interview questions to ask to ensure that they are addressed prior or during an agents listing proposal.

SOME DEFINING QUESTIONS TO CONSIDER	EXAMPLE ANSWERS
NOTE WHEN SPEAKING WITH AN AGENT: How well are they a listening to UNDERSTAND your NEEDS, TIMELINES, and EXPECTATIONS?	
What is the agent's primary market?	Lonsdale Area Houses
What is the agent's secondary market?	North shore newly built Houses, Townhouses, and condos
What is the agent's market share? Percentage of business in the market?	35% of primary and 12% of secondary
How long has the agent been licensed?	12 years
How many homes has the agent recently sold in the area?	25
What is the agent's sale to listing ratio?	97.3%
What percentage of the agent's listings fell through?	.6%
What is the agent's average days on market for his/her listings?	21 days
What Training Certificates and or Designations does the agent have? Ask them to please explain the significance.	Certified selling agent, associate broker, etc.
What Professional Awards does the agent have if any? Ask them to please explain the significance.	5 consecutive years of Medallion Club
What client references does the agent have and how can you be in contact them?	
What sets the agent apart from other agents in the area? What is the agent's Unique Selling Proposition?	
Is the agent involved in the local community and how?	

Is he/she part of a real estate team and if so, have he/she to explain the benefits and potential challenges of working with a team as a seller?	
How will the agent as the professional guide you the seller in order to accomplish the best result?	
What is the agent's order of doing things?	
How many other listings does the agent presently have and how he/she going to handle if there is more than just your home?	
How does the agent arrive at the suggested listing price or create the pricing strategy?	
What is the agent marketing plan for the property? What are some of the selling features of the home?	
What strategies and tactics does the agent employ when listing and selling your home?	
Where does the agent plan to market?	
What media does the agent use to market your home? Print, Social Media, pictures, videos, websites, others?	
What should be done to prepare the home for selling?	
How does the agent plan on conducting open houses?	
When it comes to communication with you, the seller how will the agent let you know what is going on?	
How often will the agent communicate with you and in what form?	
How does the agent and you, the seller, handle the offers?	
What are the agent's commission fees and what other fees can you expect?	
What are the costs that you, the seller, should expect?	