

Listing Agent

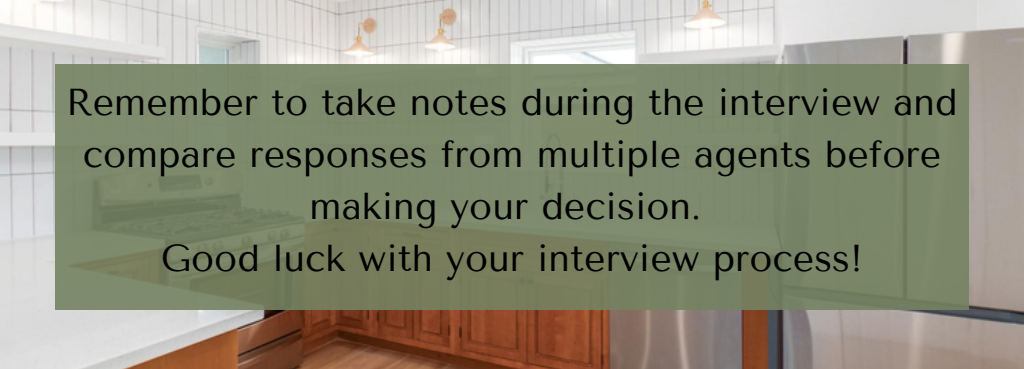
Interview Guide

Hiring the Right Agent to Sell Your Home



Desert Dreamers Real Estate





Remember to take notes during the interview and compare responses from multiple agents before making your decision.

Good luck with your interview process!

Source of Referral:

- How did you find this agent? (Referral, Google, Social Media, Local Advertisement, etc.)
- Why did you choose to interview them?

Preparation & Presentation:

- Are they knowledgeable about your home?
- Did they have a presentation to cover their processes, marketing plan, pricing strategy, and market data?

Marketing Strategy:

- How will you market my home for sale?
- Who is your target audience?
- What methods do you utilize (traditional, social media, digital marketing)?
- Can you provide examples of past successful marketing campaigns?

List Price Strategy:

- How will you determine the listing price?
- How do you differentiate listing price vs. home value?
- Can you explain your pricing strategy?

Market Knowledge:

- What do you know about the local real estate market?
- Can you provide data on recent sales, market activity, and trends?



Process & Systems:

- Do you work independently or as part of a team?
- What systems do you have in place to streamline the process?

Transaction Management:

- How will you manage communication with all involved parties?
- Can you outline the process from contract to closing and explain any potential contingencies?

Professional Fees:

- What are your professional fees for listing a home?
- Are there any additional fees or costs to consider?

Online Presence & Reputation:

- Do you have a strong online presence? 5-Star Reviews?
- What platforms do you use for marketing?
- How do you engage with clients online?

Additional Resources:

- Do you offer any additional resources or materials?
- Is there anything else I should know before making a decision?

