

AGENT SELECTION GUIDE

**How To Choose
The Best Real Estate Agent
To Sell Your Home**



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The Biggest Mistake A Homeowner Can Make When Interviewing Agents

Most homeowners have absolutely no idea what criteria they should be utilizing when choosing the best Realtor to sell their house. They have no pre-determined questions to be used during an interview and they have no qualifying standards to decide which agents are even qualified to sell their property correctly. Most home sellers admit that they don't know how to choose an agent.

These homeowners are hoping for "promises" from a salesperson that may or may not actually become true. As an example, many uneducated home sellers will simply interview 2 or 3 agents and go with the one that says they can sell it for the most amount of money, with the lowest commission charged. This almost ALWAYS ends in disaster. More on that later.

If you are selling your home, it's one of the most important financial decisions of your entire life. It's crucial to have a pre-determined set of questions and qualifications you can use during the interview to choose the best agent for the job. You certainly don't want to mess up something this big in your life by choosing an agent based on their personality or a low commission. Frankly, if they can't negotiate for themselves, they certainly won't have the ability to negotiate for you. This means you may end up with a very low sale price. And if their sales success percentage is low on the listings that they represent, your home may not sell at all.

On the following pages, you'll find a list of the selection factors to consider as you weigh each agent against each other to ensure that your home sells quickly, sells correctly and sells for the highest amount of net profit with little hassle.

Selection Factors For Real Estate Agents

1. Agent must have a tremendous multi-media marketing campaign which attracts thousands of home buyers to my property.
2. Agents must be able to demonstrate how they can make my home stand out above all other homes for sale in this area.
3. Agent must be able to successfully launch a Best Bidder on the house to guarantee that multiple buyers will visit my home within 48 hours.
4. During our meeting, the agent should be prepared to show me their complete list of "Buyers In Waiting" for homes like mine.
5. Agent must have a complete marketing agenda to showcase home on a "Secret List of Unlisted Properties" at least 24 hours before we list.
6. Agent must willingly offer a specific performance guarantee that shows me they will sell the home quickly & for top dollar, or they are penalized.
7. Agents must demonstrate that they have a huge campaign in place for move-up & move-down buyers that may want to buy my home.
8. Agent must be able to show me that they are investing thousands of dollars of their own money every month in marketing & promotion.
9. Agents must be able to demonstrate their system for automatically following up with every single buyer lead that comes in for my property.
10. Agent must be a full-time Realtor and be able to demonstrate RECENT and CONSISTENT sales in this area.
11. Agent should demonstrate their complete marketing plan, including online and offline promotions that will happen with my home.
12. Agents must be able to demonstrate their #1 most appealing offer that attracts dozens of buyers to them like a magnet.

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The 11 Key Questions To Ask Agents During The Interview

The following questions are critical to the successful sale of your home. If the Realtor doesn't qualify on all of these questions, it may drastically increase the chances of your home not selling at all or, worse, selling for a final price much lower than you originally listed your home at.

1. How long have you been a full-time licensed real estate agent? (min. seven years)
2. How many home buyers are you currently working with within the area, and can you show me their information? (min. twenty buyers)
3. What is your exact list price to sales price ratio, and can you show me that in writing? (min. 98% of the asking price)
4. Do you have a performance guarantee with a penalty to the agent if not met?
5. Do they use Demographic Migration Data to target the most likely buyers to move to your area?
6. Do they use Targeted Marketing to market your home to the Most Opportune Buyer, i.e., the buyer most likely to buy your home?
7. How many people are on your team? What marketing do you outsource, and what services do you utilize for massive marketing campaigns?
8. How many ads have you run using YouTube, Facebook Lead Ads, and/or other social media marketing sites within the past 24 hours that you can show me?
9. Do you promote a "Secret List of Unlisted Homes," and if so, how many qualified buyers can you present my home to the evening before we hit the active market?
10. Do you update your clients on the sale of their homes on the same day and time every week? Which day and time do you do that?
11. What empirical data do you have to justify the recommended price?

Facts About Selling Your Home

FACT: According to many industry experts, one of the biggest reasons homeowners don't sell their home for their desired price or within an acceptable timeframe is the agent they hire for the job. Selecting a "discount" real estate agent may cause you to sell for far less than the homes are selling for in the immediate area, if you even sell at all. If the agent you select plans to simply take some photos, put a sign in the yard, advertise it on a few websites and hold an open house, frankly, you can do that yourself and experience the miserable results it creates. Why would you pay someone to do that? A good question to ask the agents you interview is, "What can you do to sell my home that I can't do on my own?" If they don't have several good answers to that, they aren't worth ANY fee. You get what you pay for, and if you aren't going with a full-service marketing professional, it may cost you tens of thousands of dollars as well as months and months of stress and disbelief as to what's happening with your home.

FACT: An agent must understand the art and science behind pricing a home correctly. This has changed drastically over the past 5 years. For example, pricing a home at \$249,900 does not look "cheaper" than \$250,000. It simply eliminates virtually HALF of the buyers that would be looking for a home like yours online. If their search criteria are \$225,000 to \$250,000, your home will be on that list. If they choose \$250,000 to \$275,000, you do NOT come up in that search. Only an agent operating in the ignorance of the 90s would price a home at a number that would eliminate 50% of your desired buyers instead of pricing it at an even number. This is a great test to see if your agent understands today's marketing world. If they don't, you should remove them from your home immediately.

FACT: Listing your home at an unrealistically high price will nearly ALWAYS result in a sale price far below the average comparable sales area. When a home is priced above the competition (even if only \$3,000), it will often sit for months generating "lowball" offers. And frankly, even if you could get a buyer to agree to pay what you are asking, if there are no comparable sales within one mile, the home won't appraise that high, and the contract is dead. The buyer can't get financed. A few years ago, you could get it to appraise higher than the area sales. Unfortunately, all of those appraisers are in prison now, so your home will not be able to sell for more than the comparable sales per appraisal guidelines.

The ³ Biggest Reasons To Try To Convince Bent Danholm To Accept Your Property Listing

SELL YOUR HOME FAST:

Bent Danholm and his team of professionals are all working on the sale of your home together, rather than simply a lone agent trying to do it on their own. In hot markets and slow markets, our homes are selling faster than the national average and we many times end up with multiple offers on our listings, driving the sale price ABOVE the offering price. Selling your home quickly will allow you to make your housing transition under your terms and most importantly, net a higher sales price. Trying to pinch pennies by hiring someone that's "cheap" may cause you to have your home listed for over 6 months, ultimately getting an offer at 15% to 20% under the value you originally wanted. This is tens of thousands of dollars to your bottom line. Speed of sale is critical to your home sale success.

SELL YOUR HOME FOR TOP DOLLAR:

The only thing that affects the value of any given object is supply and demand. An agent that can demonstrate a huge supply of ready, willing, and able buyers can increase the demand for your home. This may ultimately drive up the final sales price of your home by \$10,000 to \$15,000 more. The net profit you'll end up with once your sale is completed will be directly affected by the quality of the agent that is marketing your property.

SELL YOUR HOME WITH LESS HASSLE:

Let's face it. Selling a home is one of the most complex transactions you'll experience. With all of the forms, disclosures, disclaimers, and contracts, this takes a professional that handles home sales on a regular basis. Selling your home quickly will eliminate the inconvenience and hassle of preparing your home for showings day after day, week after week, and month after month. Less hassle actually comes down to getting TOP dollar with FAST home sales. Only the best agent will do.

So What Happens Next?

If you feel like you may be a good fit with us and want to sell your home fast and for top dollar, call us at (407) 288-0704. After a brief phone consultation, if it feels like a fit for us, we will arrange an appointment to answer all of your questions and have your home evaluated, and if we accept your listing, the agreement can be reviewed and approved by both parties. Most importantly, we can consider timing, pricing, and marketability to ensure that moving forward would be in the best interest of your family's immediate housing goals.

Please Do NOT Call Bent If...

If you are planning to interview dozens of different agents and choose someone because they promise you millions of dollars or low fees, you needn't bother calling our office. We do not participate in such auditions or interviews. You should only contact me when you've decided to try to retain my representation on your home. Interviewing a couple of other agents will usually bring you to that realization very quickly.

We are happy to meet with you with absolutely no obligation on your part or ours. This is an excellent time to answer any of your questions and demonstrate how we can net you a MUCH higher figure on your home sale than any other agent. And, of course, provide our own "Realtor Appraisal" for the actual value of your home when using a great marketing plan. We'd schedule a no-obligation, in-home meeting to look at the home and discuss several different options for you. But we do not have the time to meet with uncommitted home sellers or "agent shoppers." As an advanced warning, some weeks will prove to have a waiting list for an appointment, and we cannot schedule the first meeting immediately. Plan accordingly. If you plan to shop agents, please do so before calling us. You can use this Agent Selection Guide to ensure you're hiring an agent qualified to sell your home fast & for top dollar.

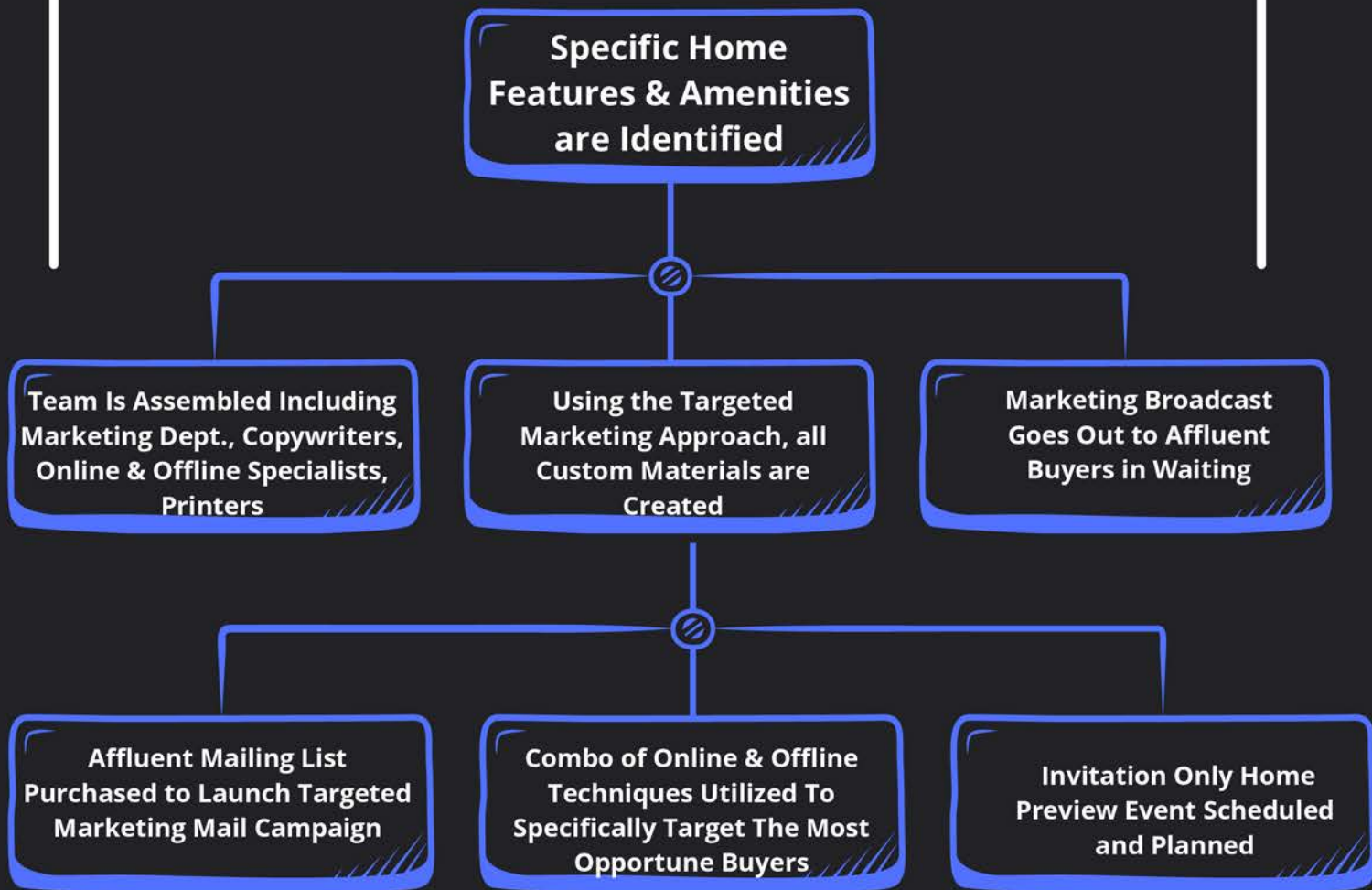
One Other Important Notice

If you are ready to get your home sold now, you will take immediate action to schedule the first interview. But even if you are reading this Agent Selection Guide several months before planning to sell, it is appropriate to meet NOW, not later. We have a unique "HEAD START PROGRAM" to ensure that your home is ready to sell when the time comes and that it will be up to standards so that we can accept the listing and sell it quickly. The Head Start Program is a popular free consultation for those who plan to sell within the next six months and would like plenty of time to plan accordingly.

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BENT DANHOLM'S MASSIVE MARKETING APPROACH!

When The Bent Danholm Team accepts your listing, there are several key Marketing plans that begin to get your home sold **FAST** and for **TOP DOLLAR!**



**To Sell Your Home, Call Bent Danholm at
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