



10 questions ask a real estate broker

"It is of the utmost important for you to choose the right broker to take care of what is likely to be the most important financial investment you will make in your lifetime."

1. What makes you different from others? Why should I list my property with you?

The real estate market is more difficult than it was in the last decade. What marketing program has been put in place to make sure that your house looks better than other similar homes? What does this broker offer you, differently from others, to help you sell your house rapidly, with the minimum of worries and the most money?

2. How is the experience and the reputation of your firm perceived in the market place?

Where ever you look, it seems that the brokers strive to be at the front in all the transactions, including in the number of houses they have sold. Like most owners, you have probably become deaf regarding this information. "After all, you say to yourself, what is the point of knowing whether the broker has sold more houses than another. The only thing that matters is knowing if my house will be sold at the best price."

As a matter of fact, because what you want is to have your house sold quickly and at the best price, you should ask brokers you interview the number of houses they have sold. You will agree that, in the real estate field, success is demonstrated by the sale of properties. If a broker sells many houses and another sells fewer, ask yourself: "What is the difference between these two brokers?"

3. What do you plan as a marketing strategy for the sale of my house?

If you compare him to other representatives, how much money will the broker invest in advertising for listed properties? In which media does he buy his advertising (newspapers, Internet, virtual visits, information lines, etc.)? Can the broker evaluate the efficacy of his different medias?

4. Which properties has your firm sold in my neighborhood?

The brokers should provide you with a detailed list of the units they sold and comparable units for sale in your neighborhood.

5. Do you have the control of your advertising or does your broker?

If the broker does not have the control on his advertising, it goes without saying that your property will be in direct competition, not only with the other listings of this broker, but also those of the other brokers in the brokerage firm.

6. **On average, during a sale, what is the spread between the list price and the sale price?**

This information is available at the Real Estate Board. Are the results obtained by this broker higher or lower than the average in the Board. The results will be used to predict how much you will obtain for the sale of your house.

7. **On average, what is time required to sell one of your listings?**

This information is also available at the Real Estate Board. Does the broker sell more quickly or more slowly than the average at the Board? The answer to this question will indicate the time required to sell your house.

8. **How many buyers do you have on your list?**

Evidently, the greater the number of buyers the broker has, the better your chances is of having your house sold quickly. Furthermore, the number of buyers has an influence on the price, because the broker can orchestrate a bidding climate where many buyers simultaneously write an offer on your house. Ask the broker to describe how he attracts buyers.

9. **Could you supply me with a list of clients to contact?**

Ask to see a list and randomly verify with some of them.

10. **Do you have a performance warranty?**

Most real estate brokers would like a long term contract in order to recover the investment made in time and money while selling your house. This is normal, but does the broker offer you a warranty? Is the marketing plan in written form? What happens when the plan is not executed as promised? Ask your broker for a copy of this plan.

Make an objective evaluation of the answers from each broker to the 10 questions.

Which broker is best equipped to do the job for you?

These questions will help you in your decision making process.

This report is a courtesy of team Bardagi

For more information do not hesitate to communicate with us.

