

17 Questions You *ABSOLUTELY, POSITIVELY,* Must Ask A Real Estate Agent Before You Sign *ANYTHING!!!*

1. How many Realtors do you think I should interview before listing my property?
2. What criteria do you feel I should base my decision on when selecting a Realtor?
3. Do you have a detailed written marketing plan specifically designed to sell my house?
4. Will you provide a professional looking sheet with photographs? Will it be placed in an information box (Info-Box) on the "For Sale" sign?
5. What forms of advertising are the most effective in attracting serious buyers?
6. Where do qualified buyers actually come from and what specific strategies will you use to draw them towards my property?
7. Do you have buyers who would be interested in buying my house?
8. What will you do to encourage fellow Realtors to show and sell my home?
9. What specific advice and tips will you be offering me, to help make my home stand out from others currently on the market?
10. Will I receive a written guarantee enabling me to cancel my listing at any time?
11. How long will it take to sell my house (what is your average sale time) and how long of a listing period do you require?
12. What should I expect my house to sell for?
13. What should my property be listed at and how will you arrive at the price?
14. What makes you feel you are worth the commission you are charging your clients?
15. How much time and effort do you spend every week telephone canvassing, door knocking, delivering flyers, etc. (prospecting) for new customers?
16. What percentage of your business comes from repeat and referral sources? Do your clients and other contacts refer your services to their family, friends and associates on a regular basis?
17. Do you have a list of references from your most recent transactions for my review? Will I be given an opportunity to contact them by phone prior to listing my house?

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