



# Interview Questions to Ask a Listing Agent

## Credentials and Experience

1. How long have you been in real estate?
2. What designations do you hold?
3. Are you a member of the National Association of Realtors?
4. Is your license in good standing? Have you had any complaints?
5. Do you work solo or as a team?
6. Will you represent me exclusively, or will you represent both buyer and seller in the transaction?
7. What are the top three things that separate you from your competition?

## Marketing

1. How will you market my home differently than other Realtors?
2. Do you use a professional photographer to take pictures of my home?
3. What specific marketing systems and approaches will you use to sell my home?
4. What type of print marketing do you do?
5. What type of online marketing do you do?
6. How's the market in my neighborhood?
7. What do you do to help prepare my home to go on the market?
8. What are the drawbacks of my home?

## Communication

1. How frequently will you keep in touch with me during the transaction?
2. Will you go over the contract with me so I understand what I'm signing?
3. Will you personally present all offers to me?
4. If I'm not pleased with your services, can I cancel the listing without any problems or cost?

## Money

1. What are your fees and what do they include?
2. Are there any upfront fees?
3. Will you reduce your commission?
4. How will you help me price my home?

## References and Wrap Up

1. Could you give me the names and contact info for three recent clients?
2. Is there anything I haven't asked you that I need to know about the process?