



10 Things to Demand of your Listing Agent

1. Demand honesty about the value of your home.

This seems simple but it really isn't. Home sellers typically have a value in mind for their home, sometimes it is accurate, and often it is not. When it is not accurate, it usually is on the high side. A good agent will be honest with you about the value of your home. You and the agent may agree on a pricing strategy to list the home higher, but they should be honest with you and set realistic expectations up front.

2. Demand the agent takes the time to understand why you are selling.

Home owners decide to sell for numerous reasons. It could be to move up, it could be to downsize, be closer to work, or any one of many others. A good agent will take the time to understand your move and what is important to you. Agents are providing a service, if they do not understand why you need that service, how can they do a good job?

3. Demand the agent know your timeframe.

Some home sellers want/need to move quickly, others do not. This is linked to #2 but not the same. A good agent will listing to your reason, your timeframe, and what is important to you and then craft a strategy and marketing plan to get you there.

4. Demand as few obstacles and challenges as possible.

Home selling is stressful! Some transactions more stressful, some less. Nearly all of them have challenges and obstacles. A good agent that understands the process and your unique transaction and look down the road and head challenges off to make the process as smooth as possible for you.

5. Demand a smooth transaction.

This goes hand in hand with #4 but articulates the point of removing stress. You should discuss this with your agent up front. Ask them what challenges they see or have faced before and how they were able to use their expertise to reduce the stress and keep the transaction smooth for the client.

6. Demand an agent experienced in your type of transaction.

I often see home sellers (and buyers) choosing their agent just because they “know” them. The agent you work with needs to be experienced. Buying or selling a home is very challenging, it requires a massive amount of paperwork, and there are financial and legal consequences if things are not done right. You should make sure the agent you choose has plenty of experience in general real estate but also the type of transaction you are taking on.

7. Demand your agent has good negotiation skills.

Agents wear many hats, one very common is that of negotiator. There are numerous points during the transaction where good negotiation skills are required. Price is just the beginning! There also are concessions, repairs, appraisal, any personal property, closing timeframe, etc. etc. A good agent that knows why you are selling and what is important to you, and is able to negotiate effectively on your behalf can help ensure the terms are acceptable to you.

8. Demand your agent provide testimonials from past clients.

A good agent will have a good track record of success and past clients that are willing to share about their experience and even speak with you about it. This is very important, I often bring 5-10 written testimonials to an appointment with me. As a home seller you need to confirm the agent you are thinking of hiring has that track record of success.

9. Demand your agent be available and responsive.

One of the number one complaints home sellers have is that once they hired the agent they did not hear from them very often. You need to demand that your agent be available and responsive. When home sellers (and buyers) have questions they often need them answered right away and things explained promptly. A good agent is available, responsive, and makes sure the client understands the process.

10. Demand a guarantee.

When hiring an agent (especially if you have not worked with them before) it is important that you have the ability to cancel if they do not perform. I often hear home sellers complain that they hired an agent who promised to do certain things and then never completed them. I personally have a written marketing and service plan I provide to home owners and then I back it up with an “easy out guarantee” that allows the seller to cancel without any charge or fee if I do not perform.