
*Magnificent Manors Team of Keller Williams
Metro Center*

Finding the Best Real Estate Agent

Working with a professional Realtor® can be tremendously rewarding. When selling a home, the right Realtor® can save you money and time as well as provide you with peace of mind. To ensure you select the Realtor® best suited for you and your situation, you need to pinpoint at least three Realtors® (from personal recommendations, an ad or marketing piece or someone you've previously worked with) and then interview them. A friend's success with an agent doesn't guarantee that they are the best choice for you. Below are a number of factors to consider when interviewing prospective Realtors®.

1. What experience do they have? Real estate has a high turnover and is a complex industry that takes time to really understand and master. How many houses have they sold in the past year? How many in your area? How much training have they had? What continuing education classes do they attend each year in addition to those that are mandatory to renew their licenses?
2. Is real estate their full-time job? Or is it a part-time pursuit to earn some extra income? Someone who is not committed to the profession may not possess the knowledge, resources and time availability needed to get your house sold at the best price and in a timely manner. Ask for references and interview them.
3. How knowledgeable are they about the real estate market in your area? Do they have an idea of what homes have sold for recently, and how long they were on the market? Find out if they are familiar with the competition and how they think this will affect the ability to sell your house.

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4. What specific marketing initiatives would they employ to sell your house? How does their marketing program compare with what the competition is doing? How do they plan to make your house stand apart? What is the average number of days their listings are on the market? How close to the asking price do their listings sell?
 5. Be cautious with how agents value your home. The agent that makes the highest valuation isn't necessarily the best choice. A home that is priced above what the market has recently seen risks few visitations and offers. Instead select the Realtor® who can best support their valuation with facts and information about comparable homes. If your home is priced correctly it will sell regardless of location or condition.
 6. What tools does the Realtor® use: document management system for e-signing, website just for the listing, electronic marketing system, social media, or contract to closing systems for example? How technically competent are they? With all the sophisticated technology available today, you cannot expect to compete effectively without these. Ask to see samples of their marketing collateral, such as brochures and ads.
 7. Also important is how you relate on a personal level. You will be communicating with this person a lot, sometimes under stressful conditions. Feeling comfortable with them will help to keep the lines of communication open and effective. Ask how frequently you will be hearing from them and by what medium. How often will you receive status reports on activity related to the listing?

Oh, by the way...if you know of someone who would appreciate the level of service we provide, please contact the Magnificent Manors Team of Keller Williams Metro Center with their name and business number. We will be happy to follow up and take great care of them.

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