

Everything You Must Know Before Hiring A REAL ESTATE AGENT

The world of real estate can be tricky to navigate. If you are looking to sell a home for the highest possible price, you may be unsure of how to find the right type of buyers. If you are looking to purchase a home, you may not know where to look. This is where real estate agents come in. For these professionals, handling and understanding real estate is their business.

The Benefits

- ✓ Real estate agents have inside knowledge of price trends, property values, and where the market sits at the time you are buying or selling. That will help you get the deal you want, faster.
- ✓ Takes most of the burden off you and will deal with all the paperwork, marketing and/or finding the best home for your needs.
- ✓ Can refer you to other professionals such as mortgage specialists, home appraisers, inspectors, contractors, and more.
- ✓ Can negotiate professionally and effectively in order to get you the best price.
- ✓ Their objective eye combined with their understanding of the market will help you set a realistic price that will attract buyers.

The Questions

- ✓ How long have you been in the real estate business?
- ✓ What is your strategy to get my house on the market, or to find a house for me to buy?
- ✓ What is your ratio of listing prices versus sale prices on average?
- ✓ Can you give me some references?
- ✓ Do you provide all documents to be reviewed by me before I am asked to sign them?
- ✓ What are your agent fees?
- ✓ Do you help me locate other professionals?
- ✓ Why should I work with you over the competition?
- ✓ Is it possible for me to be released from the agreement if I choose?
- ✓ Do you understand my goals clearly?
- ✓ What else do I need to know?

Real Estate Agent CHECKLIST

- Look for successful agents. You'll see advertisements for them, and hear their names regularly when you first start to look.
- Ask people you know. Lots of people have had experience with real estate agents in your area or know them; all you have to do is ask.
- Look around their office for the posted business practice standards of the company. Larger and more established firms will have these and will tell you what standards they follow, certain business ethics, rules, and policies that ensure customer satisfaction.
- Research the agent's background. Check out the company's website, look at the home pages of individual agents, and also look for their recent sales histories, education and training, success rate in your area, and their commission rates.
- Make a list of 3 – 5 agents in your area that you'd like to meet with and call each of them to schedule an appointment.
- During the appointment, ask all of the above questions, and any more that you may have. Ask them about the process they will follow and what the next steps will be, and make sure that you understand what you'll need to do, and that the agent understands what you want. Take notes during this appointment, so you can remember everything that was said.
- Choose an agent and call them so they can draw up an official agreement, and you can get started right away on the process of buying/selling your home.



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