

# SELECTING A REAL ESTATE AGENT

## To Market and Sell Your Property

Since selecting a real estate agent to market and sell your property is something most people do only a few times in their lives, we understand that it is difficult to know what to look for to get the best value for your money. Adding to the difficulty is the fact that the services offered by real estate agents vary in different parts of the country and also change with time. Even within the same company in the same area, you may find that individual agents offer different levels of service with varying degrees of effectiveness. Because of this, we have prepared this checklist to assist you in evaluating and comparing the services offered by real estate agents.

We know for a fact that you can obtain all of these services available from one source at a competitive rate since we offer all of them to you. (We even have some more we haven't included here.) If you list your property and aren't getting all of these services, then you aren't getting all that your money can buy. We invite you to compare us before you choose us.

We hope you find this checklist helpful and informative. If you have any questions or suggestions of additional criteria to include, give us a call.

<b>GENERAL CONSIDERATIONS</b>		
		<p><b>Are they full time real estate agents?</b> Will they concentrate their efforts on you or some other job?</p>
		<p><b>Are they committed to a real estate career?</b> (Or is it a fill in until something else comes along?) You can tell by the investments they have made. Do they have a professionally printed brochure about themselves? Do they have a home page on the Internet? Do they have business cards with their picture? Do they have personalized business stationary?</p>
		<p><b>Are they Certified Residential Specialists (CRS®)?</b> Highest designation of the National Association of REALTORS® and the industry for an expert real estate professional in residential real estate. Only 5% of all agents nationally have earned the right to use this designation.</p>
		<p><b>Are they Graduates of the REALTOR® Institute (GRI®)?</b> (Signifies extensive professional training and testing specified by the National Association of REALTORS®.) Titles such as marketing specialist, relocation specialist, etc. carry no national or state requirements for their use.</p>
		<p><b>Can you reach them when you want to talk with them?</b> Try calling two or three times to see: Were they immediately available or return your call quickly? Did you only get an assistant? (Why didn't the agent talk to you?) Do they have voice mail, cellular phones, Email, etc. to respond to your needs?</p>

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		<p><b>Do they want to give you complete advice to list your home on the first visit?</b>                  WATCH OUT! An appraiser won't do it and neither will a professional real estate agent that cares about giving you the best possible information. Expect an expert to inspect the interior and exterior of your property on one visit. Then, after doing the appropriate research and verifications, return on a second visit to discuss their recommendations of pricing and how to market your property effectively.                  "One call experts" may end up costing you valuable time and money.</p>
<b>THE FIRST VISIT</b>		
		<p><b>Do they show up on time?</b>                  If they can't be on time now, what should you expect later?</p>
		<p><b>Do they ask questions and take written notes of your answers?</b>                  If your answers aren't important enough to write down, why ask questions?</p>
		<p><b>Do they take notes as they inspect the interior of your property?</b>                  It's not good enough that they get just a general impression!</p>
		<p><b>Do they inspect the exterior of your property?</b>                  Bad weather is no excuse to skip this inspection. To do the job properly, they MUST see the entire property.</p>
		<p><b>Do they leave a copy of their listing agreement for you to review?</b>                  You should expect the chance to read this at your convenience.</p>
		<p><b>Do they leave information about themselves and their company?</b>                  Again, you should have the chance to review this at your leisure.</p>
		<p><b>Were they organized and professional?</b>                  Can you afford disorganized or unprofessional people to represent you?</p>
<b>THE SECOND VISIT (LISTING PRESENTATION)</b>		
		<p><b>Do you get to keep ALL of the printed information presented?</b>                  One excuse is that they don't want their competitors to see it. Another excuse is that it's against company policy. There is <b>NO</b> good reason you shouldn't be allowed to keep it.</p>
		<p><b>Is the presentation well organized and professionally prepared?</b>                  This can indicate the quality of how well your home will be marketed. If they don't do this well, why would you expect it to be better later?</p>
		<p><b>Do they provide a comprehensive marketing plan in writing?</b>                  Talk is cheap. If it's not in writing, it may not happen.</p>
		<p><b>Do they provide samples of the literature they use to promote properties?</b>                  (i.e. fliers, in home literature, etc.)                  If samples aren't provided, you may not get what you expect. You should expect top quality, professionally prepared promotions.</p>
		<p><b>Do they provide a professionally prepared competitive market analysis?</b>                  Comparisons to recently sold properties should be detailed in writing. Comparisons to properties presently for sale should be detailed in writing.</p>
		<p><b>Are all of the services they say they will provide also included in writing?</b>                  Don't you think it's strange if they only talk about the services? You are paying for these services. You should know what to expect.</p>

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		<p><b>Do they offer a written guarantee allowing you to terminate the listing?</b>                  If the job is not being done, should you have to keep your property listed with them?                  In Missouri, all real estate contracts must be in writing. It's the law!</p>
<p><b>SERVICES YOU SHOULD EXPECT (at no additional charge)</b></p>		
		<p><b>Advice and assistance in how to show your property to its best advantage.</b>                  This should include detailed review and discussion of every room, closet, cabinet, etc. as well as the exterior.</p>
		<p><b>Complete review of the standard sale contract with you.</b></p>
		<p><b>Complete review of the sale process and what to expect.</b></p>
		<p><b>Entry in the Multiple Listing Service (MLS).</b></p>
		<p><b>Company For Sale Sign.</b></p>
		<p><b>Fliers for people driving by to take. (Information box)</b></p>
		<p><b>Multiple Internet sites providing 24 hour a day information about your property.</b></p>
		<p><b>Virtual 360° tour via the Internet option.</b></p>
		<p><b>Installation of SUPRA key safe.</b></p>
		<p><b>In-home Feature sheets with color picture for all prospective buyers.</b></p>
		<p><b>Copies of Seller Disclosure sheet for all prospective buyers.</b></p>
		<p><b>Sign in sheet for registration of all showings using SUPRA key safe.</b></p>
		<p><b>Provide appointment arrangement services.</b></p>
		<p><b>Direct mail promotion to other real estate agents and brokers.</b></p>
		<p><b>Direct mail promotion to the neighborhood.</b></p>
		<p><b>Direct mail promotion to your local friends/relatives.</b></p>
		<p><b>Agent open house for listing and other brokerage companies.</b></p>
		<p><b>Feedback of agents to owners from agent open house.</b></p>
		<p><b>Advertising in the St. Louis Post Dispatch.</b></p>
		<p><b>Feedback from agents showing the property.</b></p>
		<p><b>Conduct public open houses as mutually agreed.</b></p>
		<p><b>Feedback on public open house.</b></p>
		<p><b>Regular updates on comparable new listings.</b></p>
		<p><b>Regular updates on comparable properties sold.</b></p>
		<p><b>Regular updates on market conditions and trends.</b></p>
		<p><b>Detailed competitive market analysis and review every 90 to 120 days.</b></p>
		<p><b>Contract negotiation advice and assistance.</b></p>
		<p><b>Buyer loan application follow up per contract terms.</b></p>
		<p><b>Buyer loan commitment follow up per contract terms.</b></p>
		<p><b>Buyer loan rate lock-in follow up per contract terms.</b></p>
		<p><b>Buyer follow up on other items per contract terms.</b></p>

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