

Selling Your House? It's Interview Time!



Real Estate Advice

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Just being acquainted with a Realtor® doesn't make him or her right for you. When selling your house, you want a Realtor who understands your goals and meshes with you on a personal level. You need a Realtor that will dedicate the time to answer your questions, aggressively market your home and negotiate the best deal for you.

Even if a friend, relative or colleague recommended a Realtor, you owe it to yourself to determine if she is a good fit. How do you do that? Schedule a 30 minute interview with at least two Realtors and get to know them. Spending a little extra time now will pay off in the long term.

What to look for

- Do they understand and accept your goals?
- When you tell them what is most important to you (net price, time on market, investing in improvements or selling as-is), will they work toward that goal?
- Do they see you as a true client/customer or just a house to sell?
- How will they help you navigate the details of working with home inspectors, title insurance, home warranties and repairs?
- Are they patient in responding to your questions; if they are short with you now, just imagine what will happen weeks into the process when stress builds up and your need for communication intensifies?
- Is the Realtor you interviewed the person you want to work with on a day-to-day basis?
- Do they have strong negotiation skills to represent you in tough situations (do they have a business background or other experience from which they can draw)?

What to ask

- How large is their support staff and what are their roles?
- How will the Realtor communicate with you and are you comfortable with their methods (email, text, electronic signatures, website links, personal calls)?
- Will they share statistics about on-line activities of your listing and explain what they mean?
- Other than placing a for sale sign in your yard and placing the listing on the internet, how will they market your home?
- Does the Realtor have a specialty, such as working with Seniors, Baby Boomers or Millennials? Do they have special designations or education in certain areas of real estate?
- How strong is their knowledge of your neighborhood and the community, so they can represent you properly?

Remember, your home is one of your largest assets. You owe it to yourself and your family to do your homework when selecting a Realtor. It can make the difference between months of frustration or having a great experience selling your home.

