

Realtor Selection/Interview Checklist

Realtor's Name: _____

Company: _____

	Topic	Explanation	Yes/ No	Comments/Observations
1	Referrals/Recommendations	From Neighbours, Friends		
2	Website	Quality Resources Professional Easy to find		
3	Did Agent come prepared	Researched your property, Know who is registered on title		
4	Bring Samples of work	Listing presentations, flyers, advertising, mailouts		
5	Does the Agent offer a marketing plan	Including: Social media, photography, Website and newspaper advert, more.		
6	What is the communication plan?	Showing feedback, website hits, new listings/sales that might affect your property		How Often?
7	Knowledge of Area	Do they know the neighbourhood, the lake, familiar with other local sales		
8	Comfort Level	Ability to communicate, easy to talk to? Is Realtor listening to your situation/goals		
9	Ongoing education	How often do they take courses to update knowledge and skills; Do they have any special designations?		
10	Are they full or part time in real estate			
11	Did they offer a price during the interview/visit	Ensure time and effort is spent into pricing your property – no “off-cuff” quotes		

More tips:

Choose the agent you feel comfortable with – their knowledge, their communication skills, their dedication to their work. Many times there can be a significant difference between opinions of value amongst Realtors. Do not dismiss a realtor because they gave you a lower value on their property. Especially in a competitive market, realtors can try to “outbid” each other, then shortly thereafter ask you for price reductions. Talk the price differences over with your Realtor of choice to see if you can come to a comfortable agreement.