

## HOW TO CHOOSE A REAL ESTATE AGENT

When you've decided the time is right to put your property on the market, one of the first and most important questions you need to ask yourself is "Who will be my real estate agent?"

The success of your sale will almost exclusively be down to the agent you choose and the method of sale you opt for, so making this decision will take some time and a lot of homework. We've compiled a list of the top tips to help make the right decision for you.

1. **Get talking:** Word of mouth is the best recommendation that someone can give. Ask your friends and family if they have used or know of a good real estate agent in the local area.
2. **Look for reliable referrals:** Be wary of websites and their referral services that claim to match you with the perfect real estate agent – these can be unmonitored and information given in exchange for a fee.
3. **Don't get seduced:** Be wary of agents who promise high selling prices with low commission. Do your homework and understand the local market and average commission prices for sales in your area.
4. **Shop around:** Don't be afraid to pick up the phone and talk to local agents about what you want. Find someone who listens and takes an interest in your property – you need someone who will look after your needs and meet your requirements.
5. **Don't place too much value on commission:** Experience and skill is difficult to measure and this is why doing your homework is so important. Weigh up the pros and cons and don't disregard someone based purely on their professional fees.
6. **Ask them for their sales record:** You want someone who can show successful recent sales in your area, demonstrate local trends and understand the target audience for your property.
7. **Ask them for their marketing strategy:** How are they going to promote your property to the market? What makes them different from other local agents?
8. **Think like a buyer:** Would you want to buy a house from this agent? Would you trust them? If the answer is no, reconsider your choice. They need to sell your property to you *and* the buyer.
9. **Treat it like an interview:** Be honest from the beginning and ask as many questions as you can. Ask about a typical client. How many properties do you have listed? Are you employed full time or part time?

10. **Go with your gut:** If you feel comfortable and can communicate well with them, chances are that potential buyers can as well. Communication is key in the real estate industry and not feeling comfortable with your agent will hinder you from day one.

When looking for an agent you can trust, who adheres to a strict ethical code of conduct and who is committed to ongoing professional development choose an REIQ member agent. Visit [www.reiq.com/findanagent](http://www.reiq.com/findanagent) to find an agent in your area.

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