

CHOOSING THE RIGHT REAL ESTATE PROFESSIONAL TO SELL YOUR HOME

When selling your home, does it make a difference which Realtor you choose? Currently there are close to 300 Realtors in Cumberland County. All Realtors are not created equal! You are bombarded with ads for agents, direct mail, newspaper, online, social media and on the radio. So how do you pick? What questions should you be asking?

Trust: Absolutely the most important factor in choosing a Realtor! Do you trust what this person is telling you, the advice they are giving you? Listen to your gut. Does this person have your best interest at heart or theirs?

Dave Ramsey, known as the financial guru, advises:

“When getting help with money, whether it’s insurance, real estate or investments, you should always look for someone with the heart of a teacher, not the heart of a salesman.”

Experience and past performance: How many of your listings have sold this year and/or last year? What’s the average days on market for our area and what are your listings average days on market?

Getting an honest price for your home’s value: Some agents will inflate the price they give to you and right after signing will start asking you to lower the sales price. This wastes your time, gives you false hope of what your home will bring and is out right dishonest. The best question to ask here is: How many of your listings sold last year without having to lower the price to get an accepted offer?

Marketing: How and where are you going to market my home? Photos and videos are very important to market in today’s online world. Ask to see photos and videos of the agent’s recent listings. Do they have proper lighting? Do they look sharp, bright, clear and in focus? Are they doing videos for their listings? Ask to see one or two of them.

Recommendations: Get recommendations from someone you trust. Read reviews from past clients. How well does this particular agent know your market? How many of their listings have sold in your particular neighborhood?

Feedback: The number 1 complaint I hear from people that had their home listed before is, "once the agent stuck the sign in their yard, we never heard from them again." Make sure your agent follows up with every realtor that shows your home to get feedback from your showings. Many missed opportunities come from not following up.

Negotiations: A very important question to ask: What is this agent's list price to sold price ratio? Is it higher or lower than the area average? This is how much money you are going to walk away from the closing table with. Is your agent going to talk you into accepting a deal that benefits you best or benefits the agent's best interest? Are the majority of your agents final sale prices close to what they listed their homes for? This will give you an idea of how realistic their estimates of your home's value is.

Support: Does the agent help during the sale with inspections, handymen to make any repairs that are asked for, packers, movers, cleaning people, arranging for an agent if you are moving out of the area and/or help finding a new place to live? Do they over your closing statement to make sure you are not paying for items you are not supposed to? Will they show up at closing to make sure everything goes smoothly?

Talk to several Realtors before listing your home. Ask these questions, get their answers and make an informed decision. Listing your home with the wrong Realtor could cost you thousands of dollars in the end.