



ROOTS REAL ESTATE

CHOOSING A LISTING REPRESENTATIVE

When it's time to sell your home, it's also time to select a listing agent to represent your interests in the all-important transaction.

But how do you choose one? Here are some helpful questions to consider when interviewing your listing representative.

QUESTIONS TO ASK:

EXPERIENCE & CREDENTIALS

How long have you been a Real Estate Agent? What real estate designations or credentials do you hold?

REFERENCES

Can you share the name and contact details for three past listing-clients who can provide references?

REPRESENTATION

Please explain what representation choices I have as a seller. What is meant by fiduciary duties? Do you practice dual representation?

SERVICES PROVIDED

Please explain how you will assist me at each stage of the transaction. Do you have a written listing representation agreement that details our obligations to each other?

COMPENSATION

If I hire you as my agent, how and how much will you be compensated?

PRE-LISTING SUPPORT

What type of support will you offer to help prepare my house for the market?

LIST PRICE

How will you determine a suggested list price?

MARKETING

How will you market my property? Do you have full access to the Multiple Listing Service (MLS)? Will you market beyond the MLS?

SHOWING APPOINTMENTS

If the property is occupied during the sale, what options do I have in scheduling appointments? Will you provide feedback from showings?

PERSONAL SUPPORT

Will you handle all aspects of my transaction or will I be working with assistants? Who will be explaining the various forms, agreements, and steps required to reach closing.

NEGOTIATING

Will you counsel me on a negotiating strategy and appropriate contingencies? How and when will you present offers?

YOUR NOTES