

HOUSING CHECKLIST

Questions to Ask the Real Estate Agent (in person)

Name of Agent: _____

- Sales Skills
- How many homes in this area have you sold in the past two years?
- What is your track record for average number of days on market?
- How many active listings do you have now for homes in my area?
- How long have these homes been listed?
- How many of your listings are comparable to mine?

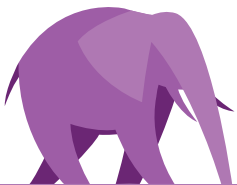
- What is your sales ranking within your company?
- Have you won any sales awards in the past two years?
- What is your strategy for pricing the house?
- How long do you think it will take to sell?

Marketing Skills

- Do you have your own website? What is the web address?
- How will you market my house online?
- Will you conduct “open houses?” If so, how often?
- Will you create a direct mail campaign?
- Where and how often will you advertise?
- Does my home need staging?

Communication Skills

- How will you keep us informed of what’s happening?
- How will you keep my children informed of the house-sale progress?
- How often will you be in touch with all of us?



The Agreement

- What are the terms of the listing agreement? (See if they will be comfortable with a 90-day listing)
- How do you charge for your services?
- Are your fees negotiable?
- Will you please provide references?
- What haven't we asked you that we need to know?

In the meantime...

- Make sure that your parents can locate the title to the house and any other house-sale related legal documents.
- Also find out if each parent has established a separate Power of Attorney in the event of incapacity during the house-sale process. THIS IS CRITICAL. Ask them to fax you copies of these documents for safekeeping.
- Get to know the real estate agents your parents are interviewing. Pick up the phone and speak with them directly. The most important question you want to ask yourself regarding each real estate agent candidate is... *“Do I believe that he/she will become a ‘family member’ to Mom and Dad and would be willing to go far beyond the call of duty during this house-sale process?”*

