



Questions TO ASK A POTENTIAL REAL ESTATE AGENT PT.1

We know finding the right agent can be challenging, but finding the right person to work with is essential for your success in selling your home. Take this checklist to meetings with your agent or your realtor and don't settle until all of their answers are to your satisfaction! At DREAM, we expect these questions and are happy to provide whatever you need to feel comfortable.

1. CAN I SEE YOUR REAL ESTATE LICENSE?

No brainer, right? Always ensure you're working with a trained, accredited professional. Every listing agent should be prepared to deliver proof of their license to sell in your area. If they can't deliver, move on because something shady is going on.

2. CAN YOU PASS ALONG A LIST OF REFERRALS?

Like a license, every listing agent—and home buyers' agent for that matter—should arrive at a first meeting with referrals. If they do not, ask for them! At DREAM, we always include access to our testimonials and referrals. Be wary if an agent can't offer a handful of client names to call.

3. WHAT IS YOUR LISTINGS' AVERAGE DAYS ON MARKET?

Always ask to see how long their listings sit on the market. Compare it to other agents interviewed, and if theirs is oddly high, ask for an explanation. If they can't attest to why, find another agent.

4. WHAT IS YOUR LIST-TO-PRICE RATIO?

An agent can show the prices at which they list a home, but more important is to see how that compares to the price the homes actually sell—up to date, of course. A good list-to-price ratio will depend on the market and location, but be wary of percentages too far below 90%.

Also, if an agents' ratio is skyrocketing over 100%, be careful of their strategy of underpricing homes to pad the ratio. Request specific details about their motivation for the listing price.

5. HAVE YOU SOLD HOMES IN THIS NEIGHBORHOOD?

Communities differ greatly in terms of what types of homes sell, what buyers want, and more. Plus, to sell a home, agents are also selling the neighborhood and its perks. If an agent has experience in your specific neighborhood, it's a major advantage.

6. HAVE YOU SOLD HOMES IN THIS PRICE RANGE?

Price range can dramatically alter decisions for marketing and selling a house. Agents should understand the market, period.

7. HOW LONG HAVE YOU BEEN A REAL ESTATE AGENT?

Be cautious of new agents, but it's not a deal-breaker if they have stellar referrals.

8. ARE YOU A PART-TIME OR FULL-TIME AGENT?

Be far more cautious if an agent is part-time. Selling your home needs to be a full-time job, and they should be focused.

9. HOW MANY SELLERS ARE YOU CURRENTLY REPRESENTING?

Focus is also a concern for agents who are juggling several listings. You don't want to get lost in the shuffle. At DREAM, we make sure you're always taken care of with our Team approach.