

10 Smart Interview Questions to Pick a Realtor by Jim Bilbao

Why interview realtors? Homes are most families' largest expense, largest asset and foundation of wealth building. Top realtors can help their clients end up thousands of dollars ahead of others. Yet most Americans, sixty percent, interview just one agent to help buy and sell their home. Why? Consumers just don't know what realtor performance is to pick a top agent from the rest. This guide solves this problem.

Buyer Agent Questions

1. Can you help me find the house and neighborhood I want?

Sure, the same as other agents. Searching the Internet and opening home doors doesn't differentiate good from great agents.

2. Are you trustworthy?

Ask for my client references. Call them.

3. How do I compare your competence?

Ask for my professional references - agents, bankers, inspectors, and lawyers. Call them.

4. Do you negotiate more or less than average concessions for buyers?

My clients achieve over 2x industry average in seller concessions with my help because of my years working as a corporate negotiation coach -- usually worth a car in value, or two. Money is important but never the only and seldom the most important element in most transactions.

5. Will you serve my needs faithfully?

My clients remark on how hard I listen to them, that I communicate quickly and clearly, and that I am fun while being very disciplined.

6. Can you lead me through the buying process and the contracts?

I can. Windermere's legal team will help too, if there are questions I can't answer.

7. How will you protect my interests?

I bring top inspectors, bankers and title officers to you. Protecting your interests is always first.

8. Do you know the banks and loan programs that are best for me?

Most Buyers don't know how banks specialize or which are best. I interview bankers and shop programs for my clients continuously.

9. Do your interests conflict with mine?

No. And I work to help us both manage risks.

10. Are your services expensive?

The Seller pays your Agent's commission when you buy. So, get the best agent you can.

Listing Agent Questions

1. Why do I need a broker?

85% of buyers buy through a broker. You find those buyers better by selling with any broker, and bigger brokers better than smaller ones.

2. Can you show me your references?

Yes. Ask for my client references. Call them.

3. How do I compare your marketing skills to other agents?

Compare marketing plans and check for focus. Next, check potential: through Windermere agents, I reach about a third of all buyers' agents. I offer superior Internet and print ad programs, too.

4. Every home gets: on the MLS, a lock box, a sign, fliers, an open house, and on a broker's web site. So what's effective?

The obvious elements of real estate marketing are important but not effective by themselves. If they were, all agents would be rich.

5. Will you serve my interests faithfully?

Yes. I pledge this and guarantee satisfaction.

6. Can you manage the paperwork?

Home sales are among the most complex consumer transactions, after buying elder medical services.

Yes. I am trained in contracting and to know when to get Windermere's lawyers to help if needed. My broker, a former real estate commissioner, is also expert with the legalities of protecting you in the contracting process.

7. Can you price my house right?

Legally I don't price your home. I provide you market and competitor data, advice on how price affects buyers, and opinion on how to achieve your goals. But only you set price.

8. Can you bring me buyers?

I will market for you to attract buyers. But most buyers will come with their own agents.

9. Do your interests conflict with mine?

No. And I work to help us both manage risks.

10. Are your services expensive?

We set a commission level that maximizes your value and sale of your home.

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