
Selling Your Home?

How many agents should I interview before listing my home for sale?

As you prepare to sell your home, are you going to simply call the real estate agent who sold it to you, or perhaps call a friend or neighbor who is an agent? Financial advisors and others say that may not be the best way to find the most qualified person to market your property. After all, selling your home is a big financial decision and experts recommend you interview multiple agents . . . it just makes good sense!

Here are nine reasons why savvy home sellers interview multiple listing agents before deciding who they will hire to sell their home.

1. Be sure you pay a fair commission:

Real estate commissions are negotiable and they vary depending on where your home is located, what type of property you're selling and the services offered by the agent. Expect to pay more for a highly skilled, experienced agent who executes a powerful, detailed market plan.

2. Get the most for your money:

More important than how much an agent charges, is the services you receive. Discount agents do nothing but put your property in the MLS. They may not even cover the buyer's agent's fees. Marketing makes a huge difference if your property will actually sell, how fast and for how much. Does the commission include open houses, staging services, professional real estate photography? What Internet exposure will you get and what else will they do to sell your home?



NEAL HRIBAR
High Performance Real Estate

Windermere Real Estate • Van Vleet & Associates

375 Lithia Way • Ashland, Oregon 97520 • Oregon Real Estate Broker

Phone: 541-499-6919 • E-mail: neal@hribarhomes.com • Web Site: www:hribarhomes.com

Selling Your Home?

3. Find a real estate agent you connect with:

Selling your home is a business transaction. However, you're still looking for a professional you can communicate easily with. After all, you may be working together for a while and it's best to have an open, trusting relationship. From the pre-listing stage, preparing your house for sale, fielding offers, negotiating and coordinating the transaction, find someone you see eye-to-eye with on the process.

4. Discover new ideas:

Interviewing more than one real estate broker is valuable for you to learn different ideas and strategies for marketing, negotiating, financing, contract clauses, home staging advice and any repairs to make. Real estate agents are experts in their field, and they know the ins and outs of the market. Take advantage of this knowledge by meeting with several potential listing agents to educate yourself on the different options.

5. Who will work the hardest for you:

Selling a house is hard work . . . it takes hustle and commitment. You want to know how your agent is going to perform and you don't want someone who is too busy to help with the details . . . or one who will just use your property to promote their other listings. And, you definitely don't want a part-time agent or one who is never around or hard to reach. Look for a balance between motivation, experience and availability.

6. Who will put your interests first:

There is not always a legal or professional requirement for an agent to act exclusively on your behalf or in your best interest. By meeting with multiple agents, you'll get a sense of who will put your welfare above their commission check.



Windermere Real Estate • Van Vleet & Associates

375 Lithia Way • Ashland, Oregon 97520 • Oregon Real Estate Broker

Phone: 541-499-6919 • E-mail: neal@hribarhomes.com • Web Site: www:hribarhomes.com

Selling Your Home?

7. **Where to price your home:**

Pricing is an art and a science and you only get one opportunity to price your home right. Interviewing multiple agents will help you compare market data so you can make an informed decision about where to price your home. Prospective agents should provide you with a written market report to justify their opinion of your home's value and why they suggest a certain list price.

8. **Keep everyone honest:**

No one minds paying a fair price for great service. When you shop around and let real estate agents know you're comparing their services, it will keep them on their toes, and you'll come out ahead!

9. **Set realistic expectations:**

Interviewing multiple real estate agents will help you formulate your expectations. For example: how long will it take to sell your home; what types of offers can you expect; how to set up for showings. If you speak with only one agent, you'll only get a small piece of the puzzle.

Summary: Interviewing more than one real estate professional to sell your home makes good business sense. You can save you a lot of money and find an agent who will work hard to get you the best price and terms for your home. *Thank you for including me in the interview process.*



Windermere Real Estate • Van Vleet & Associates

375 Lithia Way • Ashland, Oregon 97520 • Oregon Real Estate Broker

Phone: 541-499-6919 • E-mail: neal@hribarhomes.com • Web Site: www:hribarhomes.com