

# Dunning & Associates Listing Agent Comparison



Coldwell Banker Seal

## Questions for Interviewing Your Realtor

Kale Dunning

Other Agent

**Have you been selling real estate for more than 8 years?**

An agent that has not been in business for more than seven years has no experience in a normal market.

YES

**Do you currently have more than 10 listings?**

An agent that currently has less than 10 listings is most likely not experienced enough for this market, and an agent that has over 30 is not going to have the time needed for this market.

YES

**Do you sell more than 20 homes each year?**

An agent that sells less than 20 homes per year is not typically in a financial position to make decisions based on your best interest instead of theirs, and an agent that sells more than 60 homes each year is not likely to give you that personal level of service needed in this market.

YES

**Where have your last 5 clients come from?**

You want an agent that has at least 4/5 from referral. An agent that doesn't even have 5 clients is most likely not experienced enough for this market.

95% Referral

**Are you familiar with the market in my area?**

Your agent must be able to provide you with current statistics specifically regarding your type of property. Agents that watch the market this closely will react faster and assure you a higher sales price in less time.

YES

**Is your average market time better than the actual market?**

Your agent should know their statistic in relation to the average of the market, as it will tell you about their abilities.

YES

**Do you currently capture over 90% of the internet market?**

Your agent should know why and heavily market accordingly.

YES

**Do you take photos and start marketing w/in 24 hours?**

Your agent must have the photos uploaded immediately or your online advertising will be substantially hindered.

YES

**Can you SHOW ME your marketing plan and materials?**

The degree in which the agent has prepared for the meeting will typically dictate how well they will get your home sold.

YES

**Do you provide a detailed seller report on a weekly basis?** YES \_\_\_\_\_  
In this market, constant updating and feedback is crucial to getting your home sold quickly and for top dollar. Your agent must have this system in place.

**Did you provide a net sheet explaining all costs and fees?** YES \_\_\_\_\_  
A professional agent must be able to provide you with these figures and explain them all, as they are critical when making a decision to sell your property.

**Do you provide an “Easy-Exit Guarantee?”** YES \_\_\_\_\_  
An agent that does not offer to guarantee their service probably does so for a reason...

**Did you provide me with testimonials from past clients?** YES \_\_\_\_\_  
The greatest way to determine an agent’s abilities is to look at their results. I provide a Quality of Service questionnaire after every single transaction to keep getting even better.

**Do you have a Buyer’s Specialist?** YES \_\_\_\_\_  
I have hired a great agent whose job description is to convert buyers and show your home. In this market it is critical that the buyers are taken care of in a professional and expeditious manner.

**Do you have an Office Administrator?** YES \_\_\_\_\_  
I have hired an excellent admin who is available to handle paperwork and “behind the scenes” details. This keeps me available to provide excellent service to my clients.

**Do you have a local referral directory?** YES \_\_\_\_\_  
I belong to a proven referral network of like-minded professionals that can assist you anywhere.

**Did you help us find an agent where we are moving to?** YES \_\_\_\_\_  
If you plan to move out of the area, I belong to a proven referral network of like-minded professionals that can assist you anywhere. Helping you with the ENTIRE move is my goal, not just simply selling your house and collecting a check.

**Is your real estate company local, national, or worldwide?** YES \_\_\_\_\_  
I belong to one of the largest, most recognized names in real estate nationwide, at no additional cost to you.