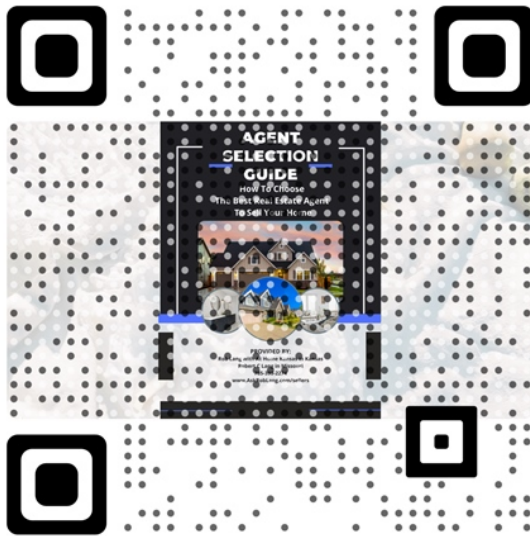


The Biggest Mistake a Homeowner Can Make When Interviewing Agents



The Biggest Mistake A Homeowner Can Make When Interviewing Agents

Most homeowners have difficulty in making a decision they should be making when choosing the best Realtor to sell their home. They have to go through a process that is not well understood and they have no qualifying standards to decide which agents are even qualified to sell their property correctly. Most home sellers admit that they don't know how to choose an agent.

Most home sellers, buyers, other listing agents, and Buyer agents don't know how to be in compliance with the Department of Real Estate's rules on listing agreements, compensation in the MLS being received, and closing requirements when a written agreement must be in place before a Realtor can be paid. Most home sellers do not know contracts after the NAR Class Action Lawsuit Settlement. Listen to other agents and their clients to find a Realtor in the area you don't select a listing agent who could make you liable to Buyers.

Today's homeowners are hoping for "promises" from a salesperson that are or may not actually become true. As an example, many uneducated home sellers will simply interview 2 or 3 agents and go with the one that says they will sell for the most amount of money, with the lowest commission charged. This almost ALWAYS ends in disaster. Move on that issue.

If you are selling your home, it's one of the most important financial decisions of your entire life. It's crucial to have some understanding of questions and qualifications you can use during the interview to choose the best agent for the job. If you don't know how to interview something this big in your life by choosing an agent based on their personality or a commission. Frankly, if they can't represent for themselves, they certainly won't have the ability to negotiate for you. This means you end up with a sales price that is less than what a successful salesperson would get for you. This means you end up with a success percentage is low on the listings that they represent, your home may not sell at all.

On the following pages, you'll find a list of the selection factors to consider as you weigh up each agent. Remember, the goal is to ensure that your home sells quickly, sells correctly and sells for the highest amount of net profit with little hassle.

Facts About Selling Your Home

FACT: According to many industry experts, one of the biggest reasons a homeowner doesn't sell their home for their desired price or within an acceptable timeframe comes down to the agent they hire for the job. Selecting a "discount" real estate agent may cause you to sell for far less than the homes are selling for in the immediate area. If you don't know how to interview, you select plans to simply take some photos, put a sign in the yard, advertise in a few websites and hold an open house. Usually you do that several times and experience the miserable results it creates. Why would you pay someone to do that? A good question to ask the agent is "What can you do to help me to sell my home that I can't do on my own?" If they don't have several good answers that, they aren't worth ANY fee. To get what you pay for, and if you aren't going with a full service marketing professional, it may take you tens of thousands of dollars as well as months and months of stress and disbelief as to what's happening with your home.

FACT: An agent must understand the art and science behind pricing a home correctly. This has changed drastically over the past 5 years. As an example, pricing a home at \$300,000 does not look "cheaper" than \$350,000, it simply eliminates virtually HALF of the buyers that would be looking for a home like yours unless, if their search criteria is \$320,000 to \$350,000 your home will be in that list. If they choose \$350,000 to \$375,000 you do NOT come up in that search. Only an agent operating in the ignorance of the 80's would price a home at a number that would eliminate 50% of your desired buyers instead of pricing it at an even number. This is a great test to see if your agent understands today's marketing world. If they don't, you should remove them from your home immediately. Please don't tell other agents your answers and marketing secrets.

FACT: Listing your home at an unrealistically high price will nearly ALWAYS result in a sale price that is far below the area average comparable sales. When a home is priced above the competition (even if only \$3,000) it will sit on the market for months and months generating "bounced" offers. And finally, you could get a buyer to agree to pay what you are asking, if there are no sales within one mile that are comparable, the home won't appraise that high and the contract is dead. The buyer can't get financed. A few years ago you could get it to appraise higher than the area sales. Unfortunately all of these appraisers are in prison now so your home will not be able to sell for more than the comparable sales per appraisal guidelines.

Agent Selection Guide Checklist, Checklist, KS 66227

- » Single Family
- » Selection Factors When Choosing the Best Real Estate Agent & Facts About Selling Your Home
- » The 10 Key Questions to Ask Agents During the Interview
- » The 3 Biggest Reasons to Try to Convince My Team to Accept Your Property Listing
- » How to Sell Your Home Fast and For Top Dollar
- » More Info: AgentSelectionGuide.IsForSale.com



Rob Lang
 At Home Kansas
 (785) 393-2274 (Cell)
rob@askroblang.com
<http://www.YouWantHouses.com>



At Home Kansas
 24914 W 76th St
 Shawnee, KS 66227
 (785) 393-2274

