

Better Homeowners

Seven Questions to Ask Before You Choose an Agent



The concern today when putting your home on the market should not be whether you'll get a contract; it's whether you are going to recognize the majority your net proceeds without any unnecessary delays.

What you realize from the sale of your home has to do with maximizing the sales price while minimizing the sales expenses. Interestingly, the buyers will be trying to minimize the price they have to pay for your home and possibly, have you pay some of their expenses.

Taking a few pictures with a cell phone and putting a sign in the yard may be enough to get a buyer but successfully selling a home in today's market requires expert marketing and expert negotiations.

Marketing begins with the preparation of the property to optimize the first impressions it makes to potential buyers. A skilled professional can make recommendations that can help the home sell for the most money and in the shortest amount of time. Cleaning, painting, depersonalizing, removing unnecessary items and possibly staging are a few of the recommendations you might receive.

93% of buyers rely on the Internet to search for properties and information and is something they engage even before they find an agent. Positioning the home so it only can be found effectively in the search is making it appeal favorably and requires careful consideration.

Professional-level photography will make the property look appealing. Experience knowing the right angles, the proper lighting, and having the right lens are only a few of the things can make a property stand out from the competition.

Negotiations plays a huge part in the sale of any home. There will be negotiations during the offer/contract stage with the buyer and the other agent. After that, there may be negotiations regarding inspections, repairs, the appraisal, or anything that might threaten the ultimate closing.

The following are seven questions that you can ask when interviewing an agent to market your home. The answers should help you evaluate and select an agent who can represent you and your interests.

1. Do you use a professional home photographer?
2. What is your knowledge of this area?
3. What is the average market time for our neighborhood and how long should we anticipate our home being on the market?
4. Do you personally maintain and promote a personal web site?
5. Do you have a pricing analysis, showing active, pending and sold properties for our neighborhood?
6. Which properties will be our strongest competition?
7. How many years have you been an active agent in South-Central Alaska?

On the surface, it may appear that all agents are the same. They are all be licensed to sell real estate and can put your home in the MLS for other agents to find. Experience and skill sets can vary widely among agents and the questions provided in this article can help you determine who can do the best job for you in today's environment and the market your home is located.



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