

Many sellers, when interviewing and hiring a Realtor, do not ask the right questions, and many times end up with a less than competent Realtor. These questions will help you with the interview process so you will be able to choose a very competent Realtor.

1. Do you offer any guarantees? Check out our Right to Fire Guarantee, and our Buyer's Satisfaction Guarantee.

2. Am I locked into the listing with you? No, the Right to Fire Guarantee allows you to cancel the listing any time prior to an accepted offer. (*Some fees may apply)

3. How much Real Estate experience do you have? Are you a full time Realtor? (Years on the Medallion Club, years in the business, number of transactions in your career and number of transactions last year?) How long do you plan to stay in Real Estate? I have been marketing Real Estate full time in Abbotsford since January 1982 and have been on the Medallion Club since 1984. We have worked with an average of over 80 buyers & sellers a year for the past 18 years.

4. Do you have any testimonials from clients and a list of references I can call? We have hundreds of testimonials from clients we have worked with and that you may know. Log onto our website at www.SiebertTeam.com and click on "Client True Stories"

5. How much of your business is repeat or referral clients? Since 1997 an average of 91 % of our business comes from repeat or referral clients (when the industry averages less then 50%). So, instead of advertising for new clients, we would rather provide our clients with a World Class Real Estate Experience and have our clients introduce us to their friends and family, not because they feel obligated, but rather they want them to have the best help possible.

6. What ways will you encourage my home sale? Do you have a marketing plan? Do you have a Buyer's Specialist? Do you have an assistant? By taking over 38 years of accumulated Real Estate Marketing experience and integrity with current technology, you can count on our computerized marketing campaign to get it sold! Marlene is our licensed Buyers Specialist.

7. What kind of follow up do you do? How often will you stay in touch with me? How will you treat me after I sign the listing contract? Larry will update you weekly with our “World Class Updates” and will meet with you monthly to give you feedback on the marketing, the competition, and buyer and realtor comments.

8. How many agents do you have in your office to assist you in selling my home? How does your company rank among the other companies in the area? RE/MAX Little Oak Realty is one the highest producing office in the Fraser Valley consistently year after year.

9. What is “your” average market time for a house in my price range to sell? How many of your listings expired in the past 8 years? In the past 2 years our team’s listing took an average of 24 days to sell. An 8 year overview shows that annually 30 -50+% of the listings do not sell (Fraser Valley Real Estate Board Stats) In the past 8 years the SiebertTeam had only 1 expiry.

10. What experience and training do you have in negotiating? I have been in the business since 1982, with more than 4000 transactions and am with “By Referral Only” Real Estate Marketing University entering their Mastery level since 1994.

11. How much time do you spend prospecting for listings versus working on selling my home? I devote no time to prospecting like most conventional Real Estate sales people do. I don’t chase For Sale By Owners, Expireds, no door knocking, or phone canvassing, which is what many Realtors spend ¾ of their day on.

12. At what commission rate should I put my property for sale at? Why? We have 2 proven marketing plans - 7% commission for the first \$100,000 and 2.5 or 3.5 over \$100,000. There are also bonuses. I would need to assess your situation before determining which program would be right for you.

13. Have you ever had your Real Estate license suspended? Been sued? Been addressed by the Real Estate Council or Real Estate Board for alleged wrongful business practices? Involved in criminal activity? I am able to answer no to all those questions

12 Questions That Agents Hate... Know These Answers Before You Hire an Agent

It is critical that you make the right decision about who will handle what is probably your single largest financial investment.

Not all Real Estate Agents are the same - There are experts and there are others. In fact, approximately 80% of Realtors sell less than 1 home a month.

Picking an agent can cost or save you thousands of dollars. Here are 12 specific questions to ask to ensure that you get the best representation. Some agents prefer you don't ask these questions, since the knowledge you'll gain will automatically disqualify them. In real estate, as in life, not all things are created equal.

1. What makes you different? Why should I list my home with you?

What unique marketing plans and programs does this agent have in place to make sure that your home stands out favourably? What marketing campaigns, systems, videos, and experience does this agent offer? Any realtor can put a sign on the lawn, an ad in the paper and hold an open house. What are the extra systems and programs and their expected outcome?

2. What is your track record and reputation in the market place?

It may seem like everywhere you look, Real Estate Agents are boasting about being #1 or "the best" for this or that. As you know statistics can be manipulated to make everyone look like they are number 1 at something.

However, by asking the agent you interview how many homes they have sold this last year and in their lifetime can be an eye opener. I'm sure you will agree that if one agent is selling a lot of homes and another is selling only a handful, you might ask yourself,

"Why this might be? What things are these two agents doing differently?"

You may be surprised to know that approx 80% of agents sell fewer than 12 homes a year. This volume makes it difficult for them to do full-impact marketing on your home because they cannot afford the advertising, special programs, or utilize the latest technology to give your home a high profile marketing campaign. Also, at this low level, they probably cannot afford to hire an assistant, which means that they are running around trying to do all the components of the job themselves, and service may suffer.

3. What are your marketing plans for my home?

In what media does this agent advertise? What does she/he know about the effectiveness of one medium over the other? How many marketing plans are there to choose from. What should I expect from each one? We have found that certain marketing plans work differently depending on the style and type of property)

4. What have you personally sold in my area?

Agents should understand your market area - what works and what doesn't work in the area. (ie we have found that certain marketing plans work better depending what area of Abbotsford you are living in.)

5. Who controls the marketing – the Real Estate Agent or their broker?

If your agent is not in control of their own marketing, then who is? You may want to talk with that person prior to signing anything. How effective is the Listing Agent's marketing? What percentage of their own listings do they sell? How many Buyer's Agents do they have help them with the showings?

6. On average, when your listings sells, how close is the selling price to the asking price?

This information is available from The Real Estate Board. Is this Listing Agent's performance higher or lower than The Board average? Their performance on this measurement will help you predict how high a price you will get for the sale of your home.

7. On average, how long does it take for your listings to sell?

This information is also available from The Real Estate Board. Does this Listing Agent tend to sell faster or slower than The Board average? Their performance on this measurement will help you predict how long your home will be on the market before it sells.

8. How many buyers are you currently working with?

The more buyers your agent is working with, the better your chances are of selling your home quickly. It will also impact price because a Listing Agent with many buyers can set up an auction-like atmosphere where many buyers bid on your home at the same time. Ask them to describe the system they have for attracting buyers.

9. Do you have video testimonials of clients you have worked with?

Experts in the industry have clients so happy with their real estate experience - that there is video proof. Agents can say what they want - but what are their clients saying about them? You need to find out!

10. What happens if I'm not happy with the job you are doing?

Can I cancel my contract? Be wary of Listing Agents that lock you into a lengthy listing contract. There are usually penalties and broker protection periods which safeguard the Listing Agent's interests, but not yours. How confident is your Listing Agent in the service she/he will provide you? Will she/he allow you to cancel your contract if you're not satisfied with the service provided without hassle or at what financial cost?

11. How much business is repeat or referral business?

You can get a very good idea that if the agent does not have a high referral rate or not many repeat clients, then the agent may be one that makes a lot of promises yet is not a promise keeper. Today, the industry average is under 50%. Compare that to The Siebert Team's 90-96% repeat/referral / and introduction rate, you know we must be doing something different.

12. What kind of follow up will you do after I list with you?

Many agents will only update you if you call them to find out what is happening on your listing. Statistically, 6 out of 10 agents do not call