



How to Find a Good Realtor

Finding a good Realtor often feels like flipping a coin. If you're lucky, the Realtor you select will work both hard and smart to sell your property.

On the other hand, if you're not so lucky, your Realtor will post a listing on the MLS (Multiple Listing Service) with incomplete information about your property, and will promptly forget all about you. He or she will then spend all his or her time looking for the next homeowner they can solicit another listing from.

Sadly, the later example represents what most Realtors do. The reason for this is because most Realtors are unfortunately either not given proper training, or they are trained to play the numbers game; the more properties they list on the MLS, the greater the chance that one or two of them will actually sell. Therefore, they aim for listing volume, and at your and their other clients' expense.

You'll want to avoid this type of Realtor at all cost.

In order to secure a good Realtor (they do exist) and someone who will go out of his or her way to sell your property, you'll need to initiate an interview process with potential Realtors.

Below you'll find some important questions to ask any Realtor before you list your property with them.

- 1) Will my property be listed online? How many websites will it be listed on? What are the specific websites?
- 2) How often will you hold open houses? Will you be there personally, or do you send someone else? Can I have it in writing?
- 3) What cities do you primarily work in? – *Note: You really don't want a Realtor who tells you he or she covers a large number of cities. This generally implies that this person focuses more on volume than on developing an intimate understanding of a few areas.*
- 4) How many houses have you sold in my neighborhood in the past twelve months? Specifically what houses? Do you have references from these previous homeowners?
- 5) What listings do you currently have in my neighborhood?



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- 6) How many short sales have you successfully negotiated? – *Note: Depending on the extent of involvement you want your Realtor to have in your short sale process you may want a Realtor that has experience negotiating short sales. However, we have made the process streamlined so even if you find a qualified Realtor that is not familiar with short sales, it's ok – just make sure they obtain their own membership to www.StepByStepShortSale.com and use the system to expand their understanding. You'll want to continue with your membership to hold your Realtor accountable and to make sure your short sale is being handled correctly.*
- 6) Are you familiar with www.StepByStepShortSale.com?
- 8) How will you split the commission with the Buyer's agent in the event there is one? You'll give them at least 50% of the commission right? – *Note: Some Realtors get greedy and offer less than half of the commission to other Realtors who bring them a buyer for your property. This is bad for you because it reduces the incentive for other Realtors to show your house to their buyers.*
- 9) Will you be advertising my property specifically in newspapers and/or magazines? If so, where? If not, why? – *Note: Many brokerage offices do general print advertising but may not specifically advertise your property. Having your house marketed in print is not mandatory, but it certainly helps. Ask to receive their print-ups (proof) every time your property is advertised.*
- 10) Will you give me an “unconditional withdraw” clause *IN WRITING* (usually handwritten onto the listing agreement) that allows me to cancel this listing at anytime if I'm dissatisfied with your work or if you fail to live up to your promises? – *Note: This unconditional right to withdraw if you do not approve of the services you're being provided is very important. You should push to have that written into your listing agreement. However, understand that when a Realtor gives you that right they know that they are taking the risk that if you are an immoral person than you might let them do lots of hard work only to then cancel the contract. Do not abuse this right; rather, only exercise this option if your Realtor doesn't live up to your mutually agreed upon expectations. If the Realtor is unwilling to make your right to withdrawal “unconditional,” then you should mandate a “conditional” right to withdrawal which defines the circumstances in which you and your Realtor agree that you can cancel the listing agreement.*

If you receive positive answers to most of these questions (and have them written into the listing agreement) then your odds of having a positive experience with your Realtor will increase dramatically!



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Finally, if you're a property owner that's suffering a financial hardship and needs to sell your property to avoid foreclosure, we strongly advise you not to solely rely on a Realtor, competent or not, to sell your distressed property.

Although the Realtor you hire might *claim* to be knowledgeable in the art of short selling, without a proven track record on their behalf, or without the assistance of www.StepByStepShortSale.com, your chances of having a successful short sale negotiated are slim.

Therefore, we strongly recommend that you increase the likelihood that your property will sell by becoming a Property Owner Member of www.StepByStepShortSale.com today and learn how to take control of your personal housing crisis and short sell your property.

Good luck and happy selling!