

Interview Questions for Seller Realtor ®



Ask 2 to 3 agents the same questions so that you get a good feel for who best understands the neighbourhood, has a tried-and-true selling process and is serious about getting you the best value for your home.

Question	Agent Answer	Advice
Are you currently licenced as a real estate agent in this province?		This sounds unnecessary but every year a few “fake-agents” are fined by the regulator. It’s a formality but always ask.
Has anyone ever filed a complaint against you with the provincial regulator?		This is an awkward question, but agents will never volunteer the information if you don’t ask.
How is the market in my neighbourhood?		You want them to tell you if it is a buyer’s market, balanced market, or seller’s market for your property type. The condo market can be a seller’s market (i.e., seller advantage) while the market for houses is in a buyer’s market.
Who will pay the most for my home? What target demographic?		They should be describing a typical buyer. (e.g., your home would be very attractive to a middle-income couple who are planning to start a small family)
Other than MLS (Multiple Listing Services), what other ways do you advertise the properties that you sell?		The tools they describe should match the demographic they said they intend to target. For example, if they’re targeting retired baby boomers who want to downsize then they shouldn’t be using LinkedIn.
Do you typically use a professional stager? Why? Do you think it’s worth using one for my property?		You’re testing for critical thinking. It’s great to have a tried-and-true process but you shouldn’t follow it blindly if it’s going to cost more. You’re also checking if the rationale lines up with the target buyer demographic.
Do you typically use a professional photographer? If yes, how did you come to choose your photographer? If no, why?		You’re testing for quality. For example, are they using a friend or are they using their current photographer because of their professional results?
How many homes did you sell in this neighbourhood last year?		Ideally, the number is between 4 and 12. If they are a high volume seller then likely they need to sell your home quickly and are more interested in collecting the commission than finding you a buyer willing to pay an extra ten thousand.

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What do you do to prepare properties for open house events?		Do they bring another agent to help? Do they develop a script for walking buyers through the home? What materials do they have printed? How do they handle “looky-loos” (i.e., neighbours and others who are curious but have no intention of buying)? Do they like to play background music or put out snacks?
How do you like to handle the process of responding offers?		Do they try to direct buyers to submit all their offers on one day?
Please provide me with two references with whom I can speak on the phone.	Name Phone: Address of Property Sold: Name Phone: Address of Property Sold:	You can ask them if they would use the agent again and if they felt they got fair value for their home.
Please provide me with copies of two of your past MLS listings.	Address of Property Sold: Address of Property Sold:	You are looking for good quality photography and an appealing description that makes you want to visit the listing. You also want to confirm they are in the same neighbourhood as your home.
Add your own question:		
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