

Hire the Right REALTOR[®], For the Right Reasons: Questions to Ask



Finding a real estate agent and REALTOR[®] who are right for you requires doing a little homework and asking the right questions. Choosing a REALTOR[®] is a decision that could ultimately cost or save you thousands of dollars. Keep in mind the individual you choose will be handling almost every step in the biggest financial investment of your life.

Experience, interests, and expertise vary from person to person, so you should be asking very specific questions to align your needs with the abilities of the right representative. Use the following list of questions as a guide:

1. How do you support a buyer throughout the process?

Your REALTOR[®] should offer a step-by-step support system tailored to your needs. Ask if specialists (e.g. mortgage advisors, stagers, inspectors) will be available. Your REALTOR[®] should always be accessible for questions and guidance.

2. What is your marketing strategy for my home?

A REALTOR[®] should clearly outline a marketing plan, including how much they invest in advertising and what media they use. They should be using modern, innovative methods and be able to explain why their approach works. Avoid REALTORS[®] who rely on outdated tactics that may not be effective in today's market.

3. What other properties has your company sold in my area?

Ask for a list of the REALTOR[®]'s recent sales and comparable properties in your neighbourhood. This gives you a sense of both their activity level and what results to expect from the current market.

4. What is your philosophy/method of negotiation, and how will you apply it when selling my home?

Your REALTOR[®] should explain their negotiation style and demonstrate how it will help secure the best price and terms for you.

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5. How do you communicate with clients, and how often can I expect updates?

This helps set expectations for frequency, method (phone, text, email), and responsiveness.

6. What sets you apart from other REALTORS® in this market?

Encourages your REALTOR® to highlight unique skills, tools, or resources they bring to the table.

7. Can you walk me through your process from listing to closing (or from offer to possession)?

Gives you, the client, a clear idea of your REALTOR®'s workflow and how organized they are.

8. How do you determine the listing price for a home?

Shows the REALTOR®'s approach to Comparative Market Analysis (CMA) and pricing strategy.

9. What kind of after-sale support do you provide?


Helps you understand if your REALTOR® will assist beyond the transaction (e.g., referrals for trades, move-in help).

10. What's your backup plan if you're unavailable during a key stage of the process?

You need to feel confident that if your REALTOR® is away, whether for a day, a week, or due to illness, there's a clear plan in place so nothing falls through the cracks. Who will step in, how will I be updated, and how will my transaction keep moving forward without delays?



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