

BEFORE YOU SIGN

Important questions to ask.

The conversations that protect you from signing with the wrong agent.

Choosing a listing agent is a six-figure decision. The right questions — asked *before* you sign — separate the polished pitch from the proven practice. The 24 questions inside are the ones every seller should run any prospective agent through. Use them on me. Use them on anyone.

24

QUESTIONS INSIDE

Six categories — experience, market, negotiation, marketing, process, risk.

LAS VEGAS, NV

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Ask before you *sign*.

A polished pitch is easy. The answers below separate marketing from the actual practice — start with the agent's experience, knowledge of the market, and approach to the negotiation.

01 Experience & *Proof*.

7 QUESTIONS

- ◆ Do you work as a **full-time** Realtor — and if so, for how long?
- ◆ How many homes have you listed and sold in the **past 3, 12, and 24 months**? How many in your career?
- ◆ How is your **reputation within the industry**? Tell me more about this.
- ◆ Can you provide **solid proof** of your success?
- ◆ Can I **call any of your past clients** to verify?
- ◆ Where can I find your **online reviews**?
- ◆ Can I have a **list of your past sales** so I can ask for references?

02 Market & *Pricing*.

3 QUESTIONS

- ◆ What can you tell me about the **overall health of the market** as it pertains to supply and demand?
- ◆ What can you tell me about the real estate market in **my area / micro-market**?
- ◆ What **price** do you recommend for my home — and what is it based on?

03 Negotiation & *Outcomes*.

2 QUESTIONS

- ◆ Do you have a **specific negotiation strategy**? Walk me through the process of how you handle the negotiation.
- ◆ How do you handle **low-ball offers**?

Then dig into *execution*.

A strong pitch falls apart without a marketing plan, a team to run it, and a guarantee that protects you if it doesn't work. These are the questions that get answers.

04 Marketing & Reach.

3 QUESTIONS

- ◆ Where will my home be **advertised**?
- ◆ How do you attract **buyers from outside** the local area?
- ◆ Do you have a **specific marketing plan** designed to sell my property quickly and for top dollar? How does it go beyond placing a sign in the yard and notifying the MLS?

05 Process, Team & Judgment.

7 QUESTIONS

- ◆ Do you have a **system to follow up** with other agents and brokers, so we get valuable feedback after every showing?
- ◆ How often, and in what way, will I be **kept informed**?
- ◆ Are you associated with any **referral networks**?
- ◆ Do you have a **team** to help with the process — or are you a one-person show?
- ◆ What are your **work hours** — including evenings and weekends?
- ◆ How would you describe your level of **emotional intelligence** and grasp of psychology?
- ◆ How do you handle the **appraisal process**? Are you involved at all?

06 Risk Reversal.

2 QUESTIONS

- ◆ What happens if I am **not happy** with your service?
- ◆ Can I **cancel my listing** if I am not happy — or am I locked in?

The right questions, asked *before* you sign.

Don't sign a six-figure agreement on a polished pitch. Use these questions on me — and on anyone else who walks through your door.

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