

BEFORE YOU SIGN

Important questions to ask.

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

Choosing a buyer's 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 buyer should run any prospective agent through. *Use them on me. Use them on anyone.*

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QUESTIONS INSIDE

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

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CATEGORIES

Everything from proven track record to risk reversal.

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 helped buyers purchase 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 transactions so I can ask for references?

02 Market & Value.

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 the area / micro-market I want to buy in?
- How do you determine what a home is worth and what I should offer — 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 multiple-offer situations and bidding wars?

Then dig into execution.

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

04 Search & Access.

3 QUESTIONS

- How will you find me homes that fit my criteria — including ones I won't see on the public sites?
- How do you get me access to new listings, coming-soon, and off-market homes before other buyers?
- Do you have a specific strategy to win the home I want at the best price and terms? How does it go beyond simply submitting an offer?

05 Process, Team & Judgment.

7 QUESTIONS

- Do you have a system to follow up with listing agents on the homes I'm pursuing, so we get valuable information and stay competitive?
- 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 our agreement if I am not happy — or am I locked in?

The right questions, asked before you sign.

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

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