



TODAY

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FAQ for Sellers

Ask friends and family members for referrals.

- Pay attention to designations. This is how you will know in what a real estate agent specializes. You may be interested in these designations: ABR (Accredited Buyer Representative), CLHMS (Certified Luxury Home Marketing Specialist), CRP (Certified Relocation Professional), CRS (Certified Residential Specialist) and SRES (Senior Real Estate Specialist). There are dozens of designations agents pursue for continuing education, so find one that fits your needs.
- If you've found the general area in which you'd like to move, do an informal survey by driving through neighborhoods and viewing yard signs. Seeing the same name pop up time after time may indicate that person is a specialist in the area.
- Once you have your list narrowed down to about three real estate professionals, schedule interviews. Agents may ask to meet at your home if you are selling. If you are buying, expect to meet the agents at their offices.
- If selling, ask the agent how he or she would establish a price. You may request a Comparative Market Analysis, also called a CMA, which shows the actual market value of similar homes in the area.
- If selling, ask the agent how he or she would market your property.
- Ask the agent how often you should expect to hear from him or her. Know how and when you will communicate to avoid unrealistic expectations. Pay attention to the agent's office hours and whether or not you will be invited to access them via a cell phone, pager or e-mail.
- Ask how long the agent has been in real estate. While time is not the most important factor, it may demonstrate the agent's experience.



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- Pay attention to the agent's listening skills. Does he or she cut you off before you've finished a sentence? There's nothing worse than looking at houses you have no interest in because the agent has not listened carefully to your needs or having your home on the market too long because the wrong buyers are being targeted.
- Ask the agent what his or her fee structure is. Do they require a percentage of the sales price, do they work for a flat fee, or will they be paid by the seller (if you're the buyer)?
- If you are unsatisfied with the agent's plan or personality, thank the agent for taking the time to meet with you, and repeat the process with another agent. It is time-consuming to meet with multiple agents, but it's worthwhile to find the right one.