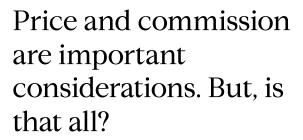
8 Questions Sellers Should Ask Brokers..... Before they Hire One!

The difference between a successful sale and a stressful one starts with selecting an agent you can trust.



- 1. What is your marketing strategy? What steps will you take so I receive the maximum market exposure, hence the maximum price?
- 2. What is your valuation and pricing strategy for my property? How will you help me price my property so I get the top dollar for it and do not leave money on the table? But in the same time we do not scare most of the buyers away.
- 3. How will you protect me from the risks of sale not closing with buyers with mortgage contingency in the sales contract?
- 4. How will you protect me from losing all buyers in the multiple bids situation?



- 5. Is now the best time to place my property on the market? Why? If not, when is it and why?
- 6. Please explain in detail the difference in the range and quality of services I should expect from you and your firm? And how is that different if I hire a discount broker?
- 7. Why do you think you are the best person for this assignment?
- 8. Is there anything else I should be asking you?