



SELLER'S PRE-LISTING INTERVIEW OF AN AGENT

Prepared by: Agent _____
Broker _____

Phone _____
Email _____

NOTE: This worksheet is used as a source of questions asked by a Seller of real estate during an interview of an Agent to determine the Agent's credentials and the marketing activities the Agent or his Broker will perform to locate a Buyer and close a sales escrow.

Agent or Broker interviewed _____ DRE # _____

Company _____ Date of interview _____, 20____

Interview conducted by _____

Documents Agent brought to the interview: See attached addendum [See ft Form 250] _____

The Local Real Estate Market:

1. What trend is taking place in the local real estate market? _____

1.1 Are we in a Buyer's market, or a Seller's market? _____

1.2 How will the current trend affect your marketing and sale of my home? _____

The Agent's Real Estate Experience:

2. What is your experience as an Agent listing and selling real estate? _____

2.1 What is the average price range of homes you've sold? _____

2.2 Can I get a list of your recent sales? _____

3. What professional designations do you hold? _____

4. Is your practice primarily listing with Sellers or is it representing prospective Buyers? _____

4.1 Do you work mainly with Sellers or Buyers? _____

4.2 How does your working mainly with Sellers or Buyers benefit me if I list my property with you? _____

5. What is the source of the majority of your business? _____

5.1 Do you have a marketing farm as a source of listings? _____

a. Where is it located? _____

5.2 How will your farm benefit me and assist you in the sale of my home? _____

6. How many homes have you listed during the past six months? _____

What are the addresses of these homes? _____

6.1 In what price range were your listings? _____

6.2 What percentage of these listings taken during the past six months have sold? _____%

a. Did you or did some other Agent locate the Buyers who bought your listings? _____

6.3 What is the current average number of months for properties listed in the local MLS to be on the market before they sell? _____

6.4 What percentage of the listing price was the sales price of the MLS listings which sold? _____%

a. On homes you sold, what was the percentage of the sales price to the listing price? _____%

Why? _____

- 7. Why are you the best person to list my home for sale? _____

- 7.1 Can you get a higher price for my home than other Agents? How so? _____
_____ Why not? _____
- 7.2 Did you obtain a property profile on my home from a title company? _____
 - a. What does the profile disclose? _____
- 7.3 Do you have a list of comparable properties which have recently sold? _____
 - a. Have you prepared a comparable marketing analysis and set the market value of my home? _____
 - b. What is your opinion of the fair market value of my home? _____
 - c. Will my home sell for that price? _____ How long will it take? _____
- 7.4 What listing price would you recommend for my home? _____
 - a. What would cause you to recommend a price reduction if you had the listing? _____

 - b. How much time will pass before you recommend a price reduction? _____
- 7.5 Will you advise us on the net sales proceeds we can expect? _____
 - a. What information do you need from us? _____
- 8. Are you working with any prospective Buyers who would be interested in a home like mine? _____
- 8.1 [If so] Can we set up an appointment with you to show the home to the prospective Buyer? _____

Marketing the Property:

- 9. What type and to what extent will you market and advertise my property for sale? _____

- 9.1 Is your marketing and advertising policy in writing so I can get a copy? _____
 - a. Do you have a flyer distribution system? _____ What is it? _____
 - b. Do you place a container in the front yard and keep it supplied with color brochures? _____
- 9.2 Who pays for the marketing program on our property? _____
- 9.3 If you do not perform marketing as agreed, can I cancel the listing? _____
- 10. Do you or your company maintain a website? _____
 - 10.1 What is the nature of your company's internet presence? _____
 - 10.2 Can you show me how our property will be presented to prospective Buyers online? _____
 - a. How many photos will you place online? _____
 - b. Will a virtual tour of my home be available online? _____
 - c. When will my property listing be placed on the website for the local MLS? _____
- 11. Will you keep me updated each week with a written report on your marketing activity? _____
By email? _____ By fax? _____
 - 11.1 Can your weekly report include what activity took place during the prior seven days and what activity is anticipated for the next seven days? _____
 - 11.2 Will you advise us weekly on feedback from Agents and prospective Buyers as to what we can do to help better market the property? _____
- 12. Do you work with an assistant or as part of a team? _____
 - 12.1 Who will I be talking with on a day-to-day basis if I list with you? _____
 - 12.2 Who on your team will be handling marketing? _____
 - a. Property showings? _____
 - b. Disclosures? _____
 - c. Escrow instructions? _____
 - 12.3 Do you use a marketing or transaction coordinator? _____ Who is it? _____

13. How do you handle the showing of the home to other Agents and prospective Buyers? _____

- 13.1 How do you arrange the appointments? _____
- 13.2 Do you arrange a caravan or open house? _____
- 13.3 What security problems do lock boxes present? _____
- 13.4 What advance notice will we get before showings? _____
Do you call first? _____
- 13.5 What is done to pre-qualify the Buyer financially and determine whether the home is suitable for them before it is shown? _____
- 13.6 What privacy issues should we be concerned about? _____
Pets? _____ Valuables? _____
- 13.7 What do we need to do to prepare for a showing? _____

Seller disclosures to prospective buyers:

14. What forms do I have to prepare and sign to tell prospective buyers about the home? _____
Why? _____

- 14.1 When do I fill out the property disclosure forms? _____
- 14.2 What must I disclose? _____
- 14.3 How do you use these disclosures? _____
- 14.4 Are these disclosures part of your marketing package? _____
- 14.5 When is the prospective Buyer told about the property's condition?
 - a. Before I accept his offer? _____
 - b. After we enter into an agreement? _____

15. What third-party Inspectors or Appraisers would be involved in a sale of my property? _____

- 15.1 Home inspectors? _____ Pest control operators? _____
Hazard advisors? _____ Lead-based paint analysis? _____
Environmental inspectors? _____ Occupancy inspectors? _____
Ordinance compliance inspectors? _____
- 15.2 Who pays for these inspections and reports? _____

Management of escrow instructions:

16. What steps do you take to assist and coordinate the opening and closing of a sales escrow? _____

- 16.1 Once you have opened escrow, do you remain available to answer questions and get escrow closed? _____
- 16.2 What can be done to avoid contingencies which allow the Buyer to cancel escrow? _____
 - a. How do you handle a loan contingency? _____

Fee arrangements:

17. To sell a home in my price range, what does your real estate office charge? _____

- 17.1 Is your fee the same as most other Agents? _____ Why? _____
Why not? _____

18. If you bring me an offer for a price less than the listed price for the property and you recommend that I accept it, do you renegotiate the fee? _____

[If not] Why not? _____

19. If my home sells and I decide to buy another home using your services, do you discount your fees on both these sales? _____ By how much? _____

20. What happens if I decide to cancel the listing because I become unhappy with your services? _____

20.1 Do I owe you a fee if that happens? _____

How much? _____

21. What other services do you or your company offer that I should know about before I decide to list my home?

22. _____

23. _____