

Checklist for Selecting a Listing Agent

Agent Background & Track Record:

- Does agent work for national franchise or his own independent company? (National franchise preferable)
If independent, does he/she use a showing service (preferred) or set his/her own showings?
Is he/she a Realtor®? (Check easily at www.ColoradoRealtors.org. Avoid agents who are not Realtors!)
- Is he/she licensed and in good standing? (Check state website, www.dora.state.co.us/real-estate/BrokerInfo.htm)
- How many listings last year, how many sold, and what was the average days on market and percentage of original listing price that listings sold for? (You'll have to get this info from agent. Ask for documentation.)
- Will agent give you recent past clients as references?

Questions to Ask Previous Clients of Agent:

- Did agent appear to market your home actively?
Did agent request feedback from buyers' agents after each showing and give that feedback to you regularly?
Did agent give you a cell number, and did agent answer it most times that you called?
Did agent offer to hold open houses (if you wanted them)?
Did agent do a virtual tour of your house? Did you like it?
Was there a brochure box and did agent keep it filled? What quality were the brochures?
Would you choose this agent to sell your next house? Why or why not?

How the Agent Markets Listings:

- Does the agent have own website? If so, visit the website and compare it and the presentation of agent's listings with those of other top listing agents in your ZIP Code.
- Does agent upload the maximum 10 pictures to the Denver MLS, plus a virtual tour link?
- Does the agent specialize in your neighborhood? (The agent who gets the most listings in your neighborhood is often the best agent to use, but don't decide solely on that basis — read on!)
- Does agent "Showcase" listings on Realtor.com? (Ask for listings and find them to answer following questions.)

If "yes":

- Do agent's listings have a headline that promotes the property (not the agent) on the "results page" (before clicking on it to go to the "details page" for that listing)?
- Do agent's listings have the maximum five additional photos on the details page?
- Do agent's listings on Realtor.com have virtual tour links?
- Do agent's listings have a narrative description/sales pitch, or just the bullet points from Denver MLS?
- Do agent's listings have scrolling text above that paragraph description on the details page?
- Does agent shoot his own pictures and own virtual tour and have them uploaded to the MLS the first day of listing?
- If agent does have virtual tours on current listings, compare them with the virtual tours of other agents in your ZIP Code and price range. Do they compare favorably?
- Does agent create brochures and keep them stocked in a brochure box? Get samples and evaluate them.

Other Considerations in Selecting a Listing Agent:

- Did agent solicit you or vice versa?
- Does agent "know the business" well? (Develop some questions which don't have easy answers and see if agent answers them with authority and apparent accuracy. Is agent a "know-it-all" or is agent willing to acknowledge not knowing something?)
- Does agent live **and** work reasonably close to your house so that agent can respond readily to sign calls?
If not, how far away is the agent?
- Is the agent readily reachable by buyers (or you) 7 days a week? If not, how often is agent unreachable?
Find a couple reasons over a couple days to call the agent, but call agent's company and ask for him/her.
Does the front desk connect you directly to him or give you his cell number, or do you get voicemail?
If you get voicemail, how quickly does agent get back to you?
- What are the days and hours of the agent's front desk or showing service for setting showings by other agents?
- Will agent negotiate his/her commission? (Be sure to ask!)
- Note: If agent says there is a "standard" or "customary" commission rate, that is illegal and a big red flag!
- Does agent offer any "value-added" services such as free staging, moving truck, free moving boxes, etc.?