

The first step in what can be one of life's biggest decisions, the selling of an asset worth hundreds of thousands of dollars.

Choose the right agent and you could walk away with more money in less time, choose unwisely and it can be a totally different story.

## What qualities should you look out for?

- **Ethics!** Will they do the right thing by YOU
- **Knowledge!** Do they know the local area and can they sell its benefits
- **Honesty!** Are they saying what they think you want to hear just to win business.
- **Negotiation!** A cheap agent could actually be very expensive agent when your offers are in
- **Communication!** The biggest issues sellers have is a lack of communication
- **Passion!** For the job and your property. Buyers respond to passion and positivity.
- **Listening Skill!** They listen to you and your needs and don't just talk about themselves
- **Past Success!** Sales and results in the area, testimonials and a proven track record all count

## What research can you do and how?

- Go to a home open as a prospective buyer
- Check the listings they have on a major real estate site like [www.realestate.com.au](http://www.realestate.com.au)
- Have a look at the description and the quality of the pictures
- Google their name, look on social media
- Past signboards and sales in the area

## Important questions to ask?

- What area do they service predominately and if not local how will they service your area?
- How many property sales last year? And in this area last year?
- How do you find your buyers?
- What does a week of one of your sellers look like, viewings, communications etc
- Which marketing strategy and advertising campaign is best and why?
- An example of how they have negotiated with a difficult buyer?
- How will they service you long term if it doesn't sell immediately?
- Where do their buyers come from?
- How will the highest price be achieved?
- Are you locked into an agent even if they aren't doing the right job?
- What's the process of launching a property to market?
- Why they would consider themselves different to the competition?
- Ask for past client numbers (if only to see their reaction)