

# Key Considerations and Related Questions When Interviewing a Potential Realtor to Market and Sell Your Property

1. **You want to work with a professional, full-time realtor.**
  - a. Do you work as a full-time realtor?
  - b. What does it mean to be full-time?
  - c. Do you have any other employment?
2. **You want to work with a realtor who is an expert (intimately knows and understands) regarding the market area in which your home is located.**
  - a. How well do you know the Northern Utah County market area?
  - b. Do you live within this market area?
  - c. In which city?
  - d. How long have you lived in this market area?
  - e. In which city is your real estate brokerage office located?
3. **You don't want to be locked into a long-term service agreement.**
  - a. Does my listing have an automatic expiration date?
  - b. Is there a minimum time I must list?
  - c. May I cancel my listing at any time?
  - d. What happens if I am not happy with your service?
  - e. Do you have a 100% satisfaction guarantee policy?
  - f. Can I cancel my listing if I am not satisfied or am I locked in?
  - f. Is there a cancellation fee? What is the cost?
4. **You want to work directly with the realtor with whom you list your property. Don't settle for being shuffled off to another agent or assistant.**
  - a. When someone calls on my property, who will they talk with?
  - b. When I have questions or updates to marketing fliers, listing information, etc. who will I contact?
  - c. Who contacts me to provide updates about what is happening with my home?
  - d. Who do I work with when evaluating offers?
5. **You want to work with an experienced, successful realtor.**
  - a. How long have you been working as a full-time realtor in this market area?
  - b. Have you been locally or nationally recognized for your success as a realtor?  
Please explain.