

SELLER TOOL

The seven questions that actually tell you something

Scores are useful for comparing. These are useful for deciding. Write down what each agent says, in their words.

What would you fix before listing?

What would you tell me NOT to spend money on?

Who do you think the likely buyer is?

What is this property's biggest weakness?

What is its strongest selling point?

What happens if the first three weeks are quiet?

Tell me about a time you advised a seller not to list.

TUCKER'S TIP

The last one is the most revealing question on the page. An agent who has never advised anyone to wait has either been very lucky or has never put a seller's interest ahead of a listing.