

The  
Consumer's  
Guide to  
Hiring  
an

# AMAZING REAL ESTATE AGENT

When you're buying or selling a home, it's crucial to work with a qualified real estate agent. There are currently more than two million real estate professionals in North America.<sup>1,2</sup> With so many options to choose from, how does a prospective home buyer or seller choose the right one?

In this guide, we've outlined the top attributes that amazing agents possess, and questions you can ask to ensure you're working with a true market expert.



## 5 Attributes of an AMAZING AGENT

**1. A Pricing Specialist:** For buyers, amazing agents know how to boost your spending power and write a strong offer, ensuring you get the home you want within your desired budget. For sellers, market experts know how to price homes optimally for the market to maximize your selling price and minimize days on market.

### **TAKEAWAY:**

Market experts can help navigate best-possible pricing strategies, and also secure the home you want within your budget.

**2. An Effective Time Manager:** The average agent may not be utilizing the latest tools and technology to make the transaction easier and more cost-effective for you. A market expert, on the other hand, knows how to ensure their sellers only deal with qualified buyers and how to prioritize their buyers' needs and wants to quickly find the "right" home, without wasting time on the "wrong" ones.

### **TAKEAWAY:**

A market expert has the skills, tools and technology to make the experience faster and easier for you.

**3. A Market Insider:** Market experts live and breathe local real estate and know the trigger points for buying and selling in your market. We also stay current on effective marketing and negotiation practices, resulting in a track record of success.

### **TAKEAWAY:**

An experienced real estate agent is often the best source of information about a city, neighborhood, or even street ... we're literally conducting market research every day.

**4. A Strong Negotiator:** While any agent can enter negotiations to buy or sell a home, experienced Realtors understand what to do before entering negotiations (establishing the upper hand), as well as during the process (when to offer or accept concessions) in order to set up the best outcome.

### **TAKEAWAY:**

Working with a market expert will help ensure you get the best deal on your terms, not just the fastest deal.

**5. An Effective Closer:** Top real estate professionals know how to not only achieve your real estate goals quickly, but in the right way to avoid pitfalls. Market experts have a strong understanding of the contracts, timelines, clauses and contingencies within the closing process.

### **TAKEAWAY:**

Real estate transactions often involve a significant investment, so even a small mistake can mean serious trouble. With that in mind, it's best to work with a true market expert.

## **5 Questions to Ask Your REAL ESTATE AGENT**

**1. Can you send me some information about yourself?** Look for professionalism and consistency. What are their accomplishments? See how they approach their work. If they're a newer agent, ask about their team's dynamic and accomplishments.

**2. How long have you been in real estate?** While longevity is important, even more telling are the number of transactions they have closed or been involved in. So feel free to also ask: "How many homes have you sold in this area?"

**3. What will you do to keep me informed?** Will the agent be able to meet your expectations? Determine how much communication you want, and then find an agent who will give you the attention and time you deserve.

**4. Can you provide me with further resources I may need?** From market reports and pricing trends to school performance and crime statistics, top agents should have resources at their disposal ... or know where to find them.

**5. Seller only: Can you share with me your plan to market my property?** Many agents will simply put your home in the MLS and wait for it to sell. An amazing agent should have a detailed plan of how to get your home exposure on social media, to their local networks, and more.

**Now that you're armed with the 5 Attributes of Amazing Agents and the Top Questions to ensure you work with the best possible real estate agent, you're ready to start interviewing agents!**

Sources: National Association of REALTORS, Financial Post

**We'd love an opportunity to win your business. Schedule a free consultation with us to find out how true market experts can help you achieve your real estate goals!**