

7 Questions

Sellers Should Ask When Interviewing Prospective Listing Agents

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- 1** Do you know how to write “information gap” ad copy proven to generate more buyer inquiries?

- 2** Exactly what training have you taken on buyer psychology, marketing, positioning, and price negotiation?

- 3** What exactly, step by step, do you do during each showing to make my home shine above every competing home a buyer is seeing?

- 4** What’s your strategy so time on the market doesn’t make buyers assume my home was passed over?

- 5** How do you create real urgency, without pressure, so buyers make a fast, strong offer?

- 6** And once an offer comes in, before you bring it to me, what do you do to learn how much more the buyer will pay?

- 7** How do you minimize the repairs buyers request of me after we enter into a contract?