

## The Ames Real Estate Group – Keller Williams Signature Partners LLC

### 12 Questions to Ask When Choosing Your REALTOR®

Make sure you choose a REALTOR® who will provide top-notch service and meet your unique needs.

**1. How long have you been in residential real estate sales? Is it your full-time job?** While experience is no guarantee of skill, real estate — like many other professions — is mostly learned on the job.

**Answer: Sue has been a full time licensed Realtor since 2002. Prior to changing careers, Sue practiced law for 12 years, and thus is able to professionally negotiate the best price for your home.**

**2. What professional training have you had?** Training, just as in any profession, is an important component of a professional real estate agent.

**Answer: Sue has not only accumulated hundreds of hours of continuing education, but she has also trained other Wichita agents on contracts, agency, and ethics at The Realtors of South Central Kansas Association. Sue also served as Chair of the legal contracts committee for several years, putting her knowledge of contracts to use within the Association.**

**3. How many homes did you personally sell last year?** By asking this question, you'll get a good idea of how much experience the practitioner has.

**Answer: The Ames Group has sold 84 homes in 2015 (both seller and buyer).**

**4. How many days did it take you to sell the average home? How did that compare to the overall market?** The REALTOR® you interview should have these facts on hand, and be able to present market statistics from the local MLS to provide a comparison.

**Answer: Sue's median average days on market is 34. Sue's average sold price point is \$198,403. The average for Wichita MLS is 52 days on the market; the Wichita average price point is \$137,500. Sue outperforms the Wichita market by 35%, and she works in a higher price point than the average agent.**

**5. How close to the initial asking prices of the homes you sold were the final sale prices?** This is one indication of how skilled the REALTOR® is at pricing homes and marketing to suitable buyers. Of course, other factors also may be at play, including an exceptionally hot or cool real estate market.

**Answer: Sue's average list price is \$202,081, and her average sold price is \$198,403. This means Sue sells property for 98% of list price. The industry average is 96%. That is a difference of \$39,680!**

**6. What types of specific marketing systems and approaches will you use to sell my home?** You don't want someone who's going to put a For Sale sign in the yard and hope for the best. Look for someone who has aggressive and innovative approaches, and knows how to market your property competitively on the Internet. Buyers today want information fast, so it's important that your REALTOR® is responsive.

**Answer: Sue uses an advanced internet marketing system that sells homes fast!**

**7. Will you represent me exclusively, or will you represent both the buyer and the seller in the transaction?** While it's usually legal to represent both parties in a transaction, it's important to understand where the practitioner's obligations lie. Your REALTOR® should explain his or her agency relationship to you and describe the rights of each party.

**Answer: Sue will represent you exclusively.**

**8. Can you recommend service providers who can help me obtain a mortgage, make home repairs, and help with other things I need done?** Because REALTORS® are immersed in the industry, they're wonderful resources as you seek lenders, home improvement companies, and other home service providers. Practitioners should generally recommend more than one provider and let you know if they have any special relationship with or receive compensation from any of the providers.

**Answer: YES! Because Sue has been an agent for over 14 years, she has an extensive network of preferred vendors for your use.**

**9. What type of support and supervision does your brokerage office provide to you?** Having resources such as in-house support staff, access to a real estate attorney, and assistance with technology can help an agent sell your home.

**Answer: Sue is CEO of The Ames Group, which has 2 full-time support people to help sellers 7 days a week.**

**10. What's your business philosophy?** While there's no right answer to this question, the response will help you assess what's important to the agent and determine how closely the agent's goals and business emphasis mesh with your own.

**Answer: Sue strongly feels that her team is a marketing firm and a negotiating firm. Her team's number one priority is systematic communication in order to sell a home for top dollar in any market.**

**11. How will you keep me informed about the progress of my transaction? How frequently?** Again, this is not a question with a correct answer, but how you judge the response will reflect your own desires. Do you want updates twice a week or do you prefer not to be bothered unless there's a hot prospect? Do you prefer phone, e-mail, or a personal visit?

**Answer: Sue personally contacts her clients weekly, either via text, phone or email (sometimes all three!). You will receive weekly updates on how your home is showing, as well as instant feedback from buyers.**

**12. Could you please give me the names and phone numbers of three recent clients?** Ask recent clients if they would work with this REALTOR® again. Find out whether they were pleased with the communication style, follow-up, and work ethic of the REALTOR®.

- 1. Jason and Kim Barb – 304 W Waterford Ct – Sold in 12 Days after other agent had it listed for 121 days. Closed 9-4-15**
- 2. Grace Harold – 3608 N Burns St – Sold in 38 days after other agent had it listed for 397 days. Closed 9-4-15**
- 3. Matthew Huhnke – 1004 N Litchfield Ave – sold before it went on the market. Closed 9-3-15**

**13. Bonus Question:** The Ames Group does not charge a transaction fee (some teams charge \$495). Make sure you ask if you will be charged a fee before you list. If the fee wasn't mentioned up front, you might ask why.