

8 Questions Sellers Should Ask Brokers..... Before they Hire One!

The difference between a successful sale and a stressful one starts with selecting an agent you can trust.



Price and commission are important considerations. But, is that all?

1. What is your marketing strategy? What steps will you take so I receive the maximum market exposure, hence the maximum price?
2. What is your valuation and pricing strategy for my property? How will you help me price my property so I get the top dollar for it and do not leave money on the table? But in the same time we do not scare most of the buyers away.
3. How will you protect me from the risks of sale not closing with buyers with mortgage contingency in the sales contract?
4. How will you protect me from losing all buyers in the multiple bids situation?
5. Is now the best time to place my property on the market? Why? If not, when is it and why?
6. Please explain in detail the difference in the range and quality of services I should expect from you and your firm? And how is that different if I hire a discount broker?
7. Why do you think you are the best person for this assignment?
8. Is there anything else I should be asking you?



Ryan Stafford

CA DRE# 01938735
Luxury Real Estate Specialist
M: 760.807.1514
stafford@staffordregroup.com



Compass is a real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License # 01991628, 1527235, 1527365, 1356742, 1443761, 1997075, 1935359, 1961027, 1842987, 1869607, 1866771, 1527205, 1079009, 1272467.