

“12 Questions You Should Ask Before Hiring ANY Realtor®”

Here Are 12 Powerful and Insightful Questions You Should Ask
A Real Estate Agent *BEFORE* You Sign Anything!

Dear Consumer,

If you're in the market to sell your home, OR purchase a home, there's something you should know...

All Realtors® Are NOT The Same!

Your decision to place your home for sale involves more than simply running an ad, holding a few open houses, and waiting for the sales proceeds check. And your decision to buy a home clearly involves more than looking at 2 or 3 homes, making an offer, and moving in.

Hiring the wrong Realtor can mean the difference between making or losing money, selling or buying quickly or taking a long time, a trouble-free transaction or a living nightmare.

Unless you have experience interviewing people, and Realtors in particular, you won't always know what questions to ask. Further, you won't always know what answer will best suit your needs for buying or selling. So here's a list of 12 important and insightful questions you should ask ANY Realtor BEFORE you sign anything...

Question #1: How Long Have You Been Practicing Real Estate?

This question will reveal more than just years practicing. You want to delve down into the number of transactions, average price range, specialized areas and types of homes they've purchased or sold. You also want to know how productive they've been in each year in practice.

Some agents in business less than 5 years may have more experience than other agents in business 10 years or more! You want to know how many brokers they've worked for, and what kind of experience they have that will apply directly to your real estate situation.

Question #2: What Qualifications Do You Have To Sell Real Estate?

This question looks for their overall commitment and dedication to building their personal skills. If they're not willing to commit to improving themselves, they may not commit to your needs and satisfaction either.

First, look for their overall education. Did they go to college? Do they have any Realtor or professional designations? How often do they invest in improving their skills and keeping up with technology and other industry trends?

Experience should also carry over to negotiating and financial skills. And don't forget the ancillary experience required for real estate.

Question #3: Tell Me About Your Personal Real Estate Operation?

This is an open-ended question designed to get your Realtor talking about their business. You want to know how much they've invested into their business as relates to giving you competent and quality service. For example, do they have an assistant to take home inquiries when they're not in the office? Do they have a pager, cellular phone, email, and other methods of reaching them? Do they have a private office either with the broker or on their own (a tell-tale sign of a top producing agent)?

Here's what you're looking for: The more an agent invests into their own success, office, and systems, the more they'll be able to commit to you.

Question #4: Can You Give Me A List Of Client References To Call?

An agent who doesn't accumulate a list of satisfied references either doesn't do much business, or isn't providing the kind of service or follow-through you need. References don't always need to be past clients. Get professional references as well: Bankers, mortgage lenders, appraisers, attorneys, etc.

Question #5: Do You Have A Formal And Written Marketing Plan For Selling Homes?

This question applies more to sellers than buyers, but both should ask. Your agent's marketing plan needs to be deep – not just holding open houses, entering your home on MLS, or running classified ads.

The key to selling a home is CONSISTENCY. Your home must be consistently marketed to those people capable of buying. This cannot be accomplished if an agent doesn't have a diversified arsenal of marketing strategies. Look for special ideas, consistency, and persistence in their marketing plan.

Question #6: What Systems Do You Have For Tracking the Home Market (buyers)/ or Tracking My Home Listing (sellers) On A Regular Basis?

This is a very important question. If you're a buyer, you want to know their competence in understanding values of certain areas. They also need systems to keep you continually up to date with opportunities in the market. You want them to have more than "access to Multiple Listing Service." How much do they actually preview homes in your price range or desired area. How much do they talk to neighbors, or participate with other activities in those areas.

If you're a seller, you want to price your home correctly, and be regularly updated with important buyer activity. How many calls did you get on your home this week? What marketing strategies did you use? How many home visits from other agents did you have (and what were their comments)? How many people visited your open house?

If an agent does not have specific systems for measuring and reporting these items, perhaps you should consider someone else.

Question #7: Do You Guarantee Your Performance?

Some agents will give you a blank stare at this question. If they do, you might want to consider taking your business elsewhere. Why? Because you need to know if your interests are aligned. Is your agent willing to stake their successful outcome with yours?

Why shouldn't your agent also guarantee their performance?

Smart Realtors guarantee their services for 2 reasons: 1) They're confident they can perform for you because of their experience, commitment, and work ethic, and 2) It's smart marketing for a Realtor to guarantee their services. If you buy a television, it's guaranteed. If you buy a car, it's guaranteed. These days, nearly everyone must offer a guarantee to help stimulate a sale. Agents on the cutting edge of marketing guarantee their services.

Question #8: Can You Refer Me To A Reputable Mortgage Lender, Banker, Appraiser, or real estate Lawyer?

This question reveals how active the agent is, and how well connected they are professionally. At some point in the buying or selling process, you will need the services of a reputable, competent lender, appraiser, title company, etc. If your agent is active, committed, and diligent with their practice, they'll be able to give you a few names of each right on the spot.

Question #9: What Percentage Of Your Business Comes By Referral?

Here's the "\$64 thousand dollar question." Competent, well-known agents get a large part of their business from satisfied past clients and members of their sphere of influence.

If your agent gets less than 25% of new business through referrals, it may be because 1) The quality of service they offer is not up to standard (hence, people don't feel compelled to refer to them after a transaction), 2) They lack the marketing experience or skills required to market for referrals (which means they may not bring strong skills to your transaction), or 3) They don't cultivate contacts in their business (which means they won't have many people to speak with about your home).

Clearly, the best way past clients show their gratitude for outstanding service is by referring their family, friends and associates.

Question #10: How Many People Do You Speak With Each Day About Real Estate?

This question will tell you how connected an agent is, and how active they'll "talk-up" your home to buyers, or finding a home for you by talking to other agents. Hopefully your agent talks to at least 40 people a day about real estate. If not, they may not be very active.

Question #11: Do You Personally Spend Money Advertising Your Services Or Homes For Sale?

This question pertains more to listings, but it's also a question a buyer should ask to determine an agent's commitment to invest in the successful outcome of their client. There are 2 situations to identify here: 1) Agents who are very busy, and who produce a lot of income for their broker will frequently receive advertising allowances from their broker. If your agent receives allowances, that's generally a good sign.

2) However, if an agent is not as busy, OR if their broker does not have an ad allowance for top producers, you want to learn their commitment to "*put their money where their mouth is*" when it comes to marketing your home.

You should also ask to see samples of ads they write for homes they list, and for their own services. Do the ads appeal to you? Would they make you act? If not, don't expect their marketing of your home to be any better.

Question 12: Will You Personally Handle Contract Negotiations For Us?

Surprisingly, many agents simply submit or receive offers, and act as a conduit between you and the buyer (or seller). That's not good enough. You want an agent who has reasonable negotiation skills. You want an agent who's committed to your interests.

They'll need to represent you to other agents and buyers/sellers. It's a good idea to follow-up the above question by investigating specifically HOW their negotiation skills saved other clients money, hassles, or help a deal come together.

There Are "Real Estate Agents"... And Then There Are Committed Professionals. Which One Do YOU Want Representing Your Interests?

The answers to the above questions should give you a good feel for the commitment and competency of the Realtor you're thinking about using. Remember, all Realtors are not the same!

Over the past 6 years, I have recognized this fact, which is why I wrote this special report, and structured my practice around giving the most competent service possible.

For example, I have a full-time assistant, a full-time marketing specialist, two offices, two computers, a cell phone, a pager, 3 phone lines, 6 voice messaging hotlines, and a toll-free number. To the untrained person, this looks like a lot of overhead. But to me, every person and system pays off dividends in satisfied clients. They're PROFIT centers, not costs.

There's a difference between agents who simply sell real estate, and those who COMMIT to whatever it takes to serve a clients beyond their expectations. I've been in real estate over 6 years. But more importantly, I've closed over \$67 million in home sales. I am a full-time Realtor[®]. I have a college education and a complete resume for your review.

I also make it a priority to educate you on every aspect of buying or selling a home in your area. I have a long list of past clients and professional references whom you can call at any time to discuss the quality of my service and follow-up.

I am a licensed Tennessee Real Estate *BROKER*, not just an affiliate broker, who has multiple professional designations. Meaning that I have invested the time and effort into obtaining the proper education and training required to pass a serious examination and be granted a Broker's license. Would you rather have a book-keeper do your taxes, or a C.P.A.? It's the same comparison.

I guarantee everything I do in writing. This places the burden of risk and performance on ME, not you. I also have references to reputable people in mortgage lending, appraisals, title and escrow companies, tax specialists, and attorneys. These are people I have used in other transactions.

Each day, I speak with over 30 people directly related to buying or selling real estate. And I receive over 80% of my new clients through referrals and repeat business. My personal marketing involves such outstanding and continued service to my existing clients and personal network, they are inclined to share my services with family and friends.

**I'm Not Saying These Things To Impress You,
But Impress UPON You The Difference Between A Realtor
And A Competent, Dedicated Professional**

Buying and selling real estate can be tricky business. And selecting the wrong Realtor can cost you a lot of money, headaches, and wasted time. That's why I urge you to call me now, RISK FREE, to see...

- How much money I can save you on your next transaction...
- How I can reduce your time to sell your existing home, or locate a great home at the right price...
- How I can help refer you to competent real estate services: Special loan packages, title and escrow services, appraisers, and more...
- How I can make your sale or purchase problem FREE!

All you have to do is call me at the phone number below.

But Don't Wait!

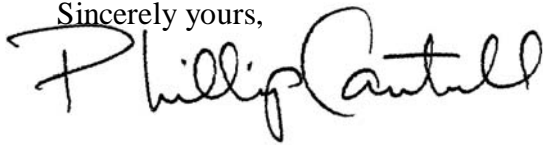
I enjoy working with clients, and sometimes my practice gets booked up fast. In order to make sure I have undivided time for you, I need to hear from you immediately so there are no time conflicts in helping you.

Plus I know there's a natural tendency to procrastinate. To put off important decisions. But the more you procrastinate, the more pressure ultimately rests with you.

**By Not Acting Now, You Could Open Yourself To
Losing Thousands Of Dollars**

So call now at, and I'll immediately arrange a convenient time to meet, and share with you my exclusive buyer and seller marketing programs.

Sincerely yours,

A handwritten signature in black ink that reads "Phillip Cantrell". The signature is written in a cursive style with a large, prominent initial "P".

Phillip Cantrell
Benchmark Realty, LLC

P.S. Knowing the right questions to ask any Realtor can save you an enormous amount of money, time, and hassles. And clearly, not all Realtors are the same! That's also why I enclosed the buyer and seller coupons with this report. So when you're finished reading this report, give me a call at (615) 957-9921 for a Free, no obligation review of how I can save you time, money, and hassles on your next real estate transaction. I look forward to hearing from you!