

**Ready to List With a Real Estate Agent?  
13 Things Your Agent Must Do To Maximize Your Profits!**

Ready to place your home on the market? Do you understand the process of selling your home— all the details of your home sale? Before you list with an agent, educate yourself about all the possible things you may be facing. Be as informed as possible so you can make the absolute best business decisions. After all, the sale of your home is a business decision!

Most of us are not tuned into the trends and fluctuations of the real estate market. Likewise we are not aware of the steps necessary to maximize profits on the sale of our home. Typically we rely heavily upon an agent to lead us down the most profitable path. When you consider our home is usually the most valuable asset we own, doesn't it make sense to list with someone who will maximize out profits? But how do we find that agent?!

This report is designed to empower you with critical information necessary to evaluate an agent's qualifications and help you identify the professional top producer. The more involved you become in selecting the right agent the higher your profits will be!

Start by doing some research. Find out who the most active agents are in your market. Look at advertising to see how professional it is, ask friends and family, drive around the neighborhood looking for yard signs, and then compile a list of agents.

1. **The Phone Interview:** Place a call to each of the agents on your list. Document how quickly they returned your call; remember they will be returning calls to your prospective home buyers. Do an initial 'feel out' interview over the phone so when you meet you will both be prepared.
2. **Request a Complete Plan:** From title to escrow, request a complete plan as to the services they can provide for you.
3. **Evaluate Their Team:** Top producers will have established with lenders, title reps, inspectors... everything. They are there for your benefit and if they are ill prepared to handle all the steps, you are being short changed.
4. **Detailed Report of your Property:** Request a complete report of your property with the ideas for improvements, cosmetic changes, structural repairs or anything that could add value to your property. Remember a small investment up front will pay higher dividends at the time of sale.
5. **Alternative Report:** Request a complete report of alternative to the home sale. What would current market leases generate? Rentals? Responsibilities attached with leasing? Have your agent educate you as to all your options.
6. **Insist on Pre-qualification:** Don't waste valuable time negotiating or showing your property to unqualified prospects. Insist your agent prequalified candidates to screen out all unwanted prospects.
7. **A Net Sheet:** See in writing net sheet, minus commissions and fees, showing your exact proceeds at the time of sale.
8. **A Marketing Plan:** Insist on a step by step marketing plan of how your property is going to be sold and marketed. Look for innovative ways to attract home buyers. Demand 24 hour advertising, lead accountability and tracking services. These services exist and you should insist upon them.
9. **Telemarketing Efforts:** Investigate the agents' telemarketing team. Do they just cold call? Or do they have a mechanism to create proactive leads and call on those prospects?
10. **Direct mail:** Investigate the agents' capacity to send direct mail. How often do prospects receive mail? Is it professional? Does the mail piece motivate prospects to respond?
11. **Advertising:** Is it well written and professional? How many ad mediums do they utilize? Remember, the quality of the advertising will directly influence how well your home will be perceived.
12. **Negotiation Strategy:** Have a well-conceived, negotiation strategy. The old adage, "You don't get what you deserve, you get what you negotiate" rings very true in real estate. Insist on a sound negotiation strategy before you entertain buyers.
13. **Closing Checklist:** Be sure to ask about a closing check list. You need to know in detail how you will conclude the sale of your home. This should provide a step by step procedure that will be easy to understand and follow.

*Top Producers will have established relationships with lenders, title reps, inspectors... everything!*

*Insist upon innovation. The top producers outperform the competition by utilizing unique and powerful marketing methods*

We sincerely hope these tips and ideas are of value to you. If there is any way we can be of service, please contact our office... we would consider it a privilege to be of service to you!

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**Secrets Lenders Don't Want You to Know!**