

Things to look for in selecting a Realtor:

- Reputation. Ask around. Do your homework. An agency doesn't have to be large to be effective. But it does need to have a track record of success.
- A proactive game plan to market your home. Too many Realtors are stuck in the "boom market mentality" of the past, when an expanding inflationary market drove prices steadily upward and you had only to list your home and the rest took care of itself. Not any more. Today's housing market demands that the professional know how to reach your best prospects as soon as they start looking (if not before!), as well as the skills to turn lookers into buyers so your home gets SOLD!
- In-depth knowledge of your market area. Real Estate is a dynamic marketplace. Pricing, appeal and availability can vary dramatically within a single neighborhood or just across town. To be effective, an Realtor needs to be intimately acquainted with ALL the variables, including financing, provincial and local laws and ordinances governing real estate transactions, and other details to help you anticipate, avoid, and solve problems before they occur.
- A team that's in the game. Some people worry that if the brokerage is busy, they won't have time to give customers the attention they deserve. Well, who would you rather have operate on you-the surgeon who's in demand, or the one who's sitting on his hands? Don't hire the part-time medical technician when you need delicate brain surgery.
- Someone you feel good about. That sounds pretty subjective, but it's important that you trust your Realtor and have utmost confidence in his/her ability to perform.

Interview Questions; to select the best Realtor for you.

1. Do you practice real estate full time? Do you have other job or income?
2. How many homes have you sold in your career? In the last five years? In the last 12 months?
3. May I have the names and phone numbers of some clients whose homes you've sold in the last six months?
4. Will you give me the name and phone number of at least one client whose home you failed to sell in the last six months?
5. What will you do to market my home beyond the conventional MLS listing?
6. If I don't like your performance may I cancel our listing agreement at any time?
7. What incentives do you offer other brokers to get them committed to selling my home?
8. Are you and your office fully automated with mobile phone, Electronic Signature technology, e-mail and fax so we can stay in constant touch? Are you committed to being available?
9. Do you mass market to reach homeowners in my area who may know someone who would like to live in my neighborhood?
10. How much time will you spend prospecting for buyers for my home? How will you do it?
11. Give me 3 good reasons why I should choose you over all the other reputable agencies in town.

Feel free to call me, Ron Wall, for answers to these and any other real estate questions you may have.