



Choosing an **agent** ✓ **checklist**



Real estate agents are experts in selling properties, so it's important to choose the right agent for your property. Here are our tips to assist you:

- 1 Talk to family and friends**
It is worth asking family, friends and neighbours who've sold property recently about their experiences and recommendations.
- 2 Understand your online advertising options**
Research shows that 9 out of 10 people search for properties to buy on the internet.* Make sure you understand the different online advertising options available – for example, using an eBrochure or Feature Property will help you to attract more buyers.
- 3 Look out for properties with 'Sold' stickers**
Taking note of the agent sign boards out the front of sold properties are a good indication of which agents are doing well in your local area.
- 4 Visit agents to check their professionalism**
Ask to see examples of flyers and advertising they have produced for properties like yours.
- 5 Develop a short list of preferred agents**
Narrow down your list to two or three agents and ask them for a valuation. The highest valuation is not necessarily the best, as an over-priced house will not sell.
- 6 Discuss advertising options**
When you meet with your short list of agents, ask them how they recommend advertising your property – this will impact on the number of potential buyers who see your property.
- 7 Check the small print**
Once you've selected your agent, check the terms of the appointment. It's your responsibility to know what you've agreed to before signing anything legally binding.
- 8 Avoid choosing an agent based only on their commission rate**
Remember that the agent who offers the lowest commission rate won't necessarily provide the best service or achieve the best result for your property. With such a large financial transaction it is sometimes better to pay extra for your advertising, and a slightly higher fee, to deliver you a higher selling price.
- 9 Ask questions!**
Make sure that you are comfortable with the selling process and if you are unsure, or don't know – ask!
- 10 Ask for feedback**
Your agent should keep you updated throughout the sales process. If you advertise on realestate.com.au ask your agent to register you to receive a weekly vendor report by email – so that you can see how many times your property has been viewed.

*The Australian Property Report, Nielsen Online, 2008