TRUTH IN REAL ESTATE®

FREE FOR SELLERS · FROM KATI SPANIAK

The Ten Questions

Every Seller Should Ask Their Real Estate Agent



A NOTE FROM KATI

You deserve straight answers.

Choosing your real estate agent is the decision every other decision depends on, and most sellers make it on a feeling. The agent is friendly, they know everyone in town, and they say all the right things at the kitchen table. Then the listing goes live, and you find out how they really run their business.

I've been in real estate for more than 15 years, and Lisa and I have hand-vetted thousands of agents. The best ones all have something in common: they love questions. They'll tell you exactly how they work, what they charge and what they think your home is worth, and they're happy to put it in writing.

So I want you to bring these ten questions to every agent you meet. Ask each one the same questions, in the same order, and write down what they say. A great agent welcomes all ten. If someone gets vague or defensive, that tells you something too.

This is your home, and your decision. Ask the questions.

Warmly, Kati

Kati Spaniak
Founder, Truth in Real Estate® · Author of *Sell Your Home Without Blowing Up Your Life*

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FIND MY AGENT

BRING THESE TO EVERY LISTING APPOINTMENT

The Ten Questions

A great agent welcomes all ten. A vague answer tells you something, too.

01 **How much business do you actually do, this past year and over your career? Is real estate your full-time work?**

Ask for their own numbers, not their office's. You're trusting them with the biggest sale of your life.

02 **When are you available, how quickly will you get back to me, and who helps me when you're out of town?**

You should never have to chase your agent. Get the name of the person who covers for them.

03 **What's your cancellation policy?**

Find out before you sign how you get out if it isn't working.

04 **How does your commission work? What do you charge, who pays the buyer's agent, and what happens if the buyer doesn't have one?**

Get the whole picture in writing, so nothing surprises you later.

05 **Do you ever represent the buyer too, and if so, how does that work?**

If they do, ask exactly how they'll protect you when they're working both sides.

06 **What do you think my home is worth? What's the lowest a buyer might realistically pay, and the highest?**

Ask for the comparable homes in writing. Be careful with the agent who gives you the highest number, because sometimes it's just to win your listing.

07 **What's included in your commission, and are there other costs I'll be responsible for?**

Photos, staging, marketing, closing fees. You want to know now, not at the closing table.

08 **Who do you recommend for lenders, inspectors and contractors, and do you receive anything for those referrals?**

It's fine if they do. You just deserve to know.

09 **What happens next after I sign with you?**

A true professional has a plan and can walk you through it, step by step.

10 **How exactly will you market my home?**

Who takes the photos? Pull up three of their current listings on your phone, because how they present those homes is how they'll present yours.

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PRINT THIS PAGE, ONE FOR EACH MEETING

Your Agent Scorecard

Talk to two or three agents, not ten, and write it down while it's fresh.

	Agent 1 Name:	Agent 2 Name:	Agent 3 Name:
1 Their business, full-time?			
2 Availability and backup			
3 Cancellation policy			
4 Commission and buyer's agent			
5 Representing both sides			
6 What my home is worth (in writing?)			
7 What's included, other costs			
8 Referrals, and what they receive			
9 Next steps after signing			
10 How they'll market it			

After all three

Who gave us real examples and numbers?

Who ran on personality and promises?

Who told us something we didn't want to hear?

Who do we actually trust?

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THE TRUTH IN REAL ESTATE® MATCHMAKING METHOD

The right real estate agent for your home is out there. We'll find them for you.

You'll know a professional the minute you meet one. The problem is, they're rarely the first agent who reaches you. Tell us about you and your home, and we'll find the one agent who's best for you, matched to your home and to how you like to work.

SCAN WITH YOUR PHONE'S CAMERA

Let us find your agent.

FIND MY AGENT

or go to TruthInRealEstate.com

ONE

Tell us about you and your home.

Your home, your timing, your plans after the sale, and how you like to work.

TWO

Our team finds your agent.

We look at who has sold homes like yours where you live, and how they treated those sellers.

THREE

Meet your agent.

One name, with the reasons, not a list of five strangers calling you.

It's free for you. If your agent sells your home, they pay us a referral fee out of their commission.

KEEP GOING

Want to Spot the Wrong Agent Even Faster?

The questions tell you a lot. The warning signs tell you the rest.

Most of an agent's warning signs show up before they ever sit down at your kitchen table: in their reviews, in what they post, and in how easy they are to reach before they have your listing. In my Free Class, I walk you through all seven warning signs and the five types of real estate agents, and I'll show you what to say to a friend or neighbor in real estate when you decide not to hire them.

THE FREE CLASS

7 Warning Signs of a Real Estate Agent Who Will Cost You Money

Watch it on your own time, as soon as you sign up.

7WarningSigns.com



Get the book, plus $600 in bonuses

Sell Your Home Without Blowing Up Your Life is everything I know about selling a home, in order. When you sign up on my free stuff page, it comes with $600 in bonuses: my **Seller's Vault**, the **"What to Update?" class** and live Q&A in my private Facebook group. **TruthInRealEstate.com/FreeStuff**

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