

# SELECTING THE RIGHT AGENT



## 1 PRESENCE IN THE LOCAL MARKET

- FIND AN AGENT WITH A STRONG MARKET PRESENCE:  
ONLINE, SIGNBOARDS, LOCAL NEWSPAPER AND SOCIAL MEDIA



## 2 CHECK OUT OPEN HOUSES

- SEE HOW THE AGENTS REPRESENT THEIR CLIENTS,  
ARE THEY AFTER THE BEST RESULT OR JUST A QUICK SALE



## 3 CREDENTIALS AND RECOGNITION

- HAVE THEY WON ANY AWARDS OR HAVE THEY BEEN RECOGNISED FOR SALES ACHIEVEMENTS?
- GET REFERRALS FROM FAMILY OR FRIENDS



## 4 INTERVIEW AGENTS

- GET TO KNOW THEM
- ASK ABOUT LISTING NUMBERS, BUYER DEMAND AND BUYER DATA BASE
- CHECK OUT SOCIAL MEDIA PROFILES TO GET A SENSE OF WHO THEY REALLY ARE

