



CHOOSING YOUR AGENT

There are plenty of real estate agents out there, but not all agents are the same. The right agent can make a huge difference in your experience during the transaction. Consider talking to at least three potential agents and use this document to compare their answers to the following questions.

SECTION ONE: AGENT INFORMATION

	Agent 1	Agent 2	Agent 3
Agent Name:			
Brokerage:			
Part of a team? If yes, who would your direct contact be, them or a teammate?			
Full Time or Part Time:			
Years in Business:			
Number of listings in the last year / average days on market:			
Contract terms: length, guarantees, cancelation policy, etc.			

SECTION TWO: MONEY AND MARKETING

	Agent 1	Agent 2	Agent 3
Listing Commission Rate:			
Administration Fee:			
Variable Rate Commission: Yes or no? What circumstances? Details			
Other Costs to you:			





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Social media marketing? Y/N?)			
Facebook (Likes/Follows)			
Youtube (Avg video views)			
Instagram (Like/Followers)			
Paid/Sponsored advertising?			
Professional photography available?	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:
Professional videography available?	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:
360 virtual tours offered?	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:
Staging consult provided?	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:
Drone footage/overhead photography available?	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:
Print ads; how many and what publications?	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:	Yes <input type="checkbox"/> No <input type="checkbox"/> Additional cost to you:
Open houses? How many?	Yes <input type="checkbox"/> No <input type="checkbox"/> #___	Yes <input type="checkbox"/> No <input type="checkbox"/> #___	Yes <input type="checkbox"/> No <input type="checkbox"/> #___
Other marketing tactics you utilize? Do they come with additional costs?	Yes <input type="checkbox"/> No <input type="checkbox"/> #__	Yes <input type="checkbox"/> No <input type="checkbox"/> #__	Yes <input type="checkbox"/> No <input type="checkbox"/> #__





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Notes:

A large, empty rectangular box with a thin black border, intended for handwritten notes.

