



LAMBERT GROUP

A SMART SELLER'S GUIDE TO
FINDING THE RIGHT AGENT

42 Questions To Ask Your Agent

BEFORE HIRING THEM

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Experience & Track Record

Who you hire matters more than any other decision in this process. These questions separate agents who are active, focused, and accountable from those coasting on a license.

1. How many years have you been a full-time real estate agent?
2. How many homes have you personally sold?
3. What are your areas of specialty?
4. What percentage of your business is sellers versus buyers?
5. Do you have references or testimonials I can review?
6. How many homes do you sell each year on average?
7. How many active listings do you currently have?
8. How many clients are you actively working with right now?

Market Knowledge & Timing

An agent who knows your micro-market can price and time your listing with precision. One who doesn't will guess, and you'll pay for it.

1. Who is my competition in today's market? What homes am I competing against right now?
2. What is the current absorption rate in our local market?
3. Is now a good time to put my home on the market? Why or why not?
4. What market trends should I be aware of before listing?
5. If I hire you today, how soon could my home realistically be on the market?



Pricing Strategy

Pricing is the single most consequential decision in your sale. The right number attracts serious buyers; the wrong one stalls the listing and forces reductions that signal weakness.

1. How did you determine the recommended list price for my home, and what data sources or metrics did you use beyond standard MLS comparables?
2. What is your average list-price-to-sales-price ratio?
3. How often do your listings require price reductions before selling?

Marketing & Exposure

Most agents list your home. The right agent has a strategy. Ask for specifics, vague answers here are a red flag.

1. What is your overall marketing strategy for getting my home sold?
2. What are your primary methods for finding qualified buyers, including your online presence, social media reach, and agent/buyer database?
3. Who do you use for photography, videography, staging, and marketing materials?
4. What role do open houses play in your marketing strategy?
5. Who will be hosting the open houses?
6. How do you turn open house visitors into qualified buyers and actual offers?
7. Would you recommend a pre-listing home inspection and/or an appraisal before putting my house on the market? If so, will you pay for it?



Negotiation & Contract Expertise

Getting an offer is only half the job. How your agent handles what comes next determines your actual net proceeds.

1. What do you do when multiple offers are received?
2. How do you evaluate the strength of a buyer's financing and lender?
3. Can you provide examples of difficult negotiations you've successfully handled?
4. How do you help sellers maximize their net proceeds, not just the sales price?

Understanding Today's Buyers

Your agent should know exactly who is buying in this market, what they want, and how to position your home to meet them there.

1. What are buyers looking for in today's market?
2. How would you position my home to create an emotional connection with buyers?
3. What improvements or preparations would you recommend before listing?
4. What are the biggest objections buyers may have about my property?



Communication & Transaction Management

A sale can fall apart in the details. Clear, consistent communication throughout the transaction isn't a courtesy, it's a professional standard.

1. How often will you communicate with me throughout the listing process, and how?
2. How often do you follow up with lenders, escrow officers, inspectors, title representatives, and buyer agents?
3. Who will be my primary point of contact during the transaction?
4. Will I be working directly with you or with members of your team?

Showing Strategy

Effective showing strategies prioritize both exposure and security, the right agent manages both without sacrificing either.

1. Do you primarily show homes through private appointments, open houses, lockbox access, or a combination of all three?
2. How do you balance buyer access with protecting my home, belongings, and privacy?



Compensation Arrangement

Know exactly what you're paying for before you sign. The lowest commission structure is not always the most profitable.

1. What is your commission structure?
2. What services are included in your commission?
3. Are there any marketing, staging, photography, or transaction fees I should expect?

If the Home Doesn't Sell

Every agent has a plan to sell your home. Fewer have a plan for when it's not working.

1. If my home isn't generating acceptable offers within the first few weeks, what's your process, and at what point do you recommend a price adjustment versus a marketing strategy change?
2. Under what circumstances would you recommend taking my house off the market and repackaging it to go live with a new strategy?



Final Question

**WHY SHOULD I HIRE YOU INSTEAD OF THE
OTHER AGENTS I'M INTERVIEWING?**

**THE ANSWER TO THIS QUESTION OFTEN TELLS YOU
EVERYTHING YOU NEED TO KNOW.**

The best listing agents don't simply promise the highest sales price or offer the lowest commission. They demonstrate a clear marketing strategy, deep market knowledge, exceptional communication, proven negotiation skills, and a track record of delivering results.

AN IMPORTANT NOTE!

When hiring a listing agent, you're not just choosing someone to put a sign in your yard. You're choosing a professional to help you protect one of your largest financial assets and maximize your net proceeds.

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Let's work together



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