

Critical Criteria for Selecting your Real Estate Agent

18 Point Quality Control Checklist

Protect yourself with these questions!



	1. Can they achieve over the asking price for me? Can they show me evidence? And what percentage over?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	2. Do they have the top selling Sales Agents in Colac? (Rate My Agent)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	3. What is the average number of days on the market for their recent sales, is that acceptable to me?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	4. Do they offer testimonials, written and video, with phone numbers available from past sellers?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	5. Are they dedicated to putting as much profit in my pocket as they can?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	6. Do they have a process which has the 6 major components to get me the highest price?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	7. Do they offer me a choice of marketing packages?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	8. Do they use social media, videos & other online marketing techniques to advertise my property?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	9. Do they have a satisfaction guarantee?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	10. Do they have an agency where the agents work together as a team, to benefit me?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	11. Do they educate me on the process and reasons behind the marketing strategy?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	12. Will I be kept informed with sms, video links, emails & phone calls?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	13. Will I be given buyer feedback, regarding the property and the price?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	14. Do they have repeat business from satisfied clients?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	15. Are they able to handle multiple offers?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	16. Do they have the support and knowledge of an experienced team behind them?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	17. Are they the market leaders in my local area, and do they have evidence to support this?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes
	18. Do they create competition between buyers? And can they explain how?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes

Customer Satisfaction Score. Total the number of answers:

Yes _____ (Good) No _____ (Bad)

Unacceptable (13 of 18 - 75% or less)

Fair (14 of 18 - 80% or less)

Excellent (18 of 18 - 100%)



Questions marked with the Gold Star are vital questions. If you are interviewing any agent that answers NO to one of these questions, be aware of the consequences. This is solely to protect yourself and your home.