REAL LIVING · FREE CHECKLIST

Hiring a REALTOR® to Sell Your Home? Questions to Ask First

Interview two or three agents with the same list

Most sellers interview agents and come away remembering who was friendliest. Ask everyone the same questions and you'll be comparing plans, not personalities. Here's the list I'd want a seller to use on me.

Before you meet

- [ ] **Check the licence with RECA** ALBERTA
  The Real Estate Council of Alberta has a public licensee search. Confirm the agent and brokerage are licensed and look for any disciplinary history.
- [ ] **Look at their recent sales near you**
  Not just listings: homes they actually sold, at what price and how fast.
- [ ] **Read reviews from sellers, not just buyers**

About pricing

- [ ] **How did you arrive at the price?**
  A good answer shows recent comparable sales and explains the adjustments. Be wary of the highest number with the least explanation.
- [ ] **What will we do if there are no offers after a few weeks?**
  Ask for the plan and the timeline now, not later.
- [ ] **What did your last few listings sell for compared with their list price?**

About marketing

- [ ] **Who takes the photos, and do you do floor plans and video?**
- [ ] **Where will my home be advertised beyond the MLS® System?**
- [ ] **How do you handle showings and feedback?**
  Who books them, who follows up with buyers' agents, and how quickly you'll hear.
- [ ] **Will you hold open houses, and who runs them?**

About the agreement

- [ ] **What's the commission, and what does it include?**
  Commission is negotiable in Alberta. Get it in writing, plus GST.

- [ ] **How long is the listing agreement, and how do I end it?**
  Ask what happens if you're unhappy partway through.
- [ ] **Have you explained the Consumer Relationships Guide?** ALBERTA
  Alberta licensees must review it with you before providing services. It explains who represents whom.
- [ ] **What happens if a buyer you represent wants my home?**
  Ask how they handle it and what changes for you.

About working together

- [ ] **Who will I actually deal with day to day?**
  The agent, a team member or an assistant?
- [ ] **How often will I hear from you, and how?**
  Agree on it. Weekly is a reasonable minimum.
- [ ] **How do you handle multiple offers?**
- [ ] **Who looks after the details between the sale and possession?**
  Conditions, the RPR, lawyers and keys.

Thinking about selling on your own? Read whether selling without an agent saves money in Edmonton first.

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- Selling with Ryan
- Commission and fees explained
- How to choose a REALTOR® in Edmonton
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Notes

Thinking about selling? Get a free, no-obligation home evaluation.

Ryan McCann, REALTOR® · Get a free home evaluation

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