

**Callebs Realty**  
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### Tips on How to Interview a Realtor...

The gimmick of "get 4 offers" or "we have 100 lenders compete for your business?"

It's just that, a gimmick. Avoid the credit inquiries, phone calls, and competitive lenders as they perform the 'home loan rate shuffle'.

Pick your program and see the lender's best deals with privacy!

You are going to be surprised by what we say here but it's for your own good and maybe our honesty will make it the factor in hiring us for helping you buy or sell your next home.

First, there is a shortage of inventory-- that makes the market hot right now! However, just listing it in the MLS is not enough to sell a house. You are really paying for a Realtor's expertise in getting top dollar and knowing how to negotiate effectively.

For buyers it's finding the agent that knows the area and what is ABOUT to happen in the market.

Next, realize that YOU, the home owner or buyer, are the major contributor to our economy. You put money in many people's pockets when you get involved in a real estate transaction

The realtor that represents the seller usually earns 6% commission. This percentage holds true when the realtor represents the buyer and seller on the transaction. Realtors earn 3% if they are just representing the buyer-- (Ok..... the seller pays it but the realtor YOU choose to represent you earns 3%). That translates to \$27,000 if you have a \$450,000 home.

If they are lucky they can make the grand slam. They represent a seller who brings in a buyer WHILE trying to find the seller for a new home. That could be a whopping 9%.

Do the math..... on a \$600,000 home the commission will cost the seller \$54,000! That's what most people make in a year! So as you start this process realize YOUR concerns are most important.

Don't worry about offending a realtor or upsetting them. And don't let them make you feel you are too demanding. Realize also that listing the property in the MLS (Multiple Listing Service) will be the main source for selling your home. Don't let the realtor tell you that they possess a new and magical formula never thought of.

If you are a buyer you should realize YOU are the center of this whole industry and without you no one gets paid. So no bad feelings for doing your homework and interviewing everyone; realtor, inspector, contractor....anyone!

### **Now let's get to how to interview a realtor!**

#1. Ask them for all of THEIR properties they have already listed and the phone numbers of the people they represent. When you call them ask them if this particular Realtor listed the property (sometimes realtors try to confuse you and take claim to their realty company's listings as their own)

#2. Then go to our site or a site like realtor.com and look to see if EVERY property has multiple photos and/or a virtual tour.

#3. Next, ask for the flyers on 5 of the properties that the Realtor recently represented and evaluate them. Are they attention getters? Do they really SELL the home? Show payments? Offer incentives? When you look at them do they look like a promotion (making you think and want to buy) or merely a fancy business card? - Don't miss this concept.....as my grandfather used to say "this will shake the snakes out of the grass." The reason this is important? Because some realtors are clones, they do what everyone does and yet they will tell you "I work for you," or "I go out of my way for you." If that was the case then why don't they make fliers that SELL your home?

If they use the standard flier then they are the standard realtor no matter what they say. It's what they do - not what they say you should count on.

#4. Does the agent have a pre-made form or website page that you can get access to multiple choices for people you will need to help you with the process? (Home inspectors, remodelers, mortgage and personal finance analysts, credit report analysts, movers, contractors, landscapers, etc.?)

#5. Do they have a team of assistants that help the realtor and you?

#6. Ask them their game plan as to how they are going to promote YOUR home in ways that other agents don't.

Buyers Agents should be paid for what they do FOR you not just because they sign you up. It can make the realtors lazy and make you do all the footwork and they are around to write a contract where you did all the digging. Remember they will sometimes earn \$15,000 to help you for about 45-60 days of work .

Sellers Agents have a minimum of what they should do too. Realize that the market is so hot right now there is a shortage of inventory and just listing it in the MLS is sometimes enough to sell a house. However, you are paying for the knowledge and expertise a Realtor offers when it comes to getting the most money for your house and using their more objective negotiation skills throughout the process.