

# The Key to Picking a Great Real Estate Agent

Picking the right real estate agent, I believe is one of the single most important keys when marketing your development site. This person is directly responsible for the success of the sales campaign of your property and is the person who must have experience enough to handle anything the buyers throw at him.

In a development site sale especially, the agent will be selling the dream potential of something that hasn't yet been built - this is a much more complex process than to sell an established home. The **estate agency** is important, as some may point out - however it is the **agent** who is going to be dealing daily with the inquiries or lack thereof and thus must be the barometer for giving you the right advice about your property.

A good way to start is to first develop a short list of potential agents with expertise in your local market and interview them. I prefer meeting them as that will show up a lot more than having a quick phone conversation about their background & experience. By the way, the agent's responsiveness to your phone call is another test. If you get voice mail and the agent takes a long time to return your call, that's not a good sign.

I have compiled for you a list of 10 questions to ask in the interview and judging by those responses it will give you some clarity in choosing the best agent. One thing to consider in the interview is that the agent must not be intimidating to you, however at the same time they should have a business-like attitude and assertiveness - because these are qualities you will want in a professional acting for you.

Keep in mind that there no right or wrong responses. Ultimately this will be a person that inspires trust and has integrity to give you the correct update on the market and their feedback. They are a key messenger who has some influence over the buyers and can only do so much to get you the right figure on the contract of sale.

So here are the top 10 of the list of questions to ask:

1. Assuming you have already had some light conversation to establish a connection, now would be a good time to ask about their ideas of **how to best market my development site**. Getting their ideas will immediately give you a good feel whether they have the experience required in dealing with this kind of property. Most people will buy or sell real estate only a handful of times. Your agent will likely be handling a lifetime of negotiations every month. Their negotiation experience and skills become extremely valuable and seasoned advice that will save you time, money, and frustration.

2. **"What will you do to sell my site if the advertising you suggest doesn't work?"** The agent must be experienced enough and open enough to accept that not all methods may yield the desired result immediately. So to get his feedback on the flexibility of his approaches would show you how prepared he is and what variety of tools does he have at disposal. Just like a plumber who doesn't just come with one wrench, there are many tools of the trade that the agent must be experienced with as well as handling different market conditions.

3. **"What is your feeling about the market?"** Having a clear picture about your agent's confidence in the market place is vital to having a positive and smart agent acting for you. You want the agent to be upbeat and find a positive light within anything that the buyers will be throwing at him.

4. **"What's your process for helping me figure out how much my site is worth?"** This is another key question to establish how experienced is your agent in dealing with development sites. The process of valuing a development site is quite complex and takes a lot of knowledge. Agent's confidence in answering this question will be a very telling sign of how well he is equipped to deal with this.

5. **"How do you distinguish yourself from your competition? What makes you a better choice than other agents?"** This question give the agent a chance to highlight what they have to offer and it reflects their professionalism. Ideally, the agent's response should focus on their strengths but pay close attention when they talk about other agents. What they say about other agents may reflect more on themselves. It's an immediate litmus test for their professionalism.

6. **“What is the toughest part of your job?”** This question may give you an insight into what a working relationship might look like down the road. The question is also a bit of a trap. If they say “nothing” or that they “love everything,” either they’re inexperienced or they are being dishonest. There are some very tough aspects of the real estate profession.

7. **“How often will you update me on the progress of the sale?”** At the conclusion of the successful marketing campaign, you will be paying this agent a lot of money so you might as well know that they worked hard for it. From very early on, the communication level with the agent must be up to scratch for you to have the confidence that they are representing you in the best light possible.

8. Find out **how long they want you to list with them**, keeping in mind that three months is pretty standard. Some will say to you - “I would have this sold in a few weeks with the amount of buyers I have on my books” so offer them a four week agreement and gauge their reaction.

9. **“How many clients are you currently working with and what is your availability? Will you be helping me yourself or will you delegate my sale to an associate or assistant?”** Once again this is a business relationship you are entering with this person. How can you trust them if they are not even going to handle the day to day running of the campaign.

10. Finally you must try and gauge the quality of their **negotiating skills**. One of the easiest ways to ascertain this is to ask about sales commissions and how negotiable your agent is about them; if you find that the commissions are easily negotiated and / or the agent seems hesitant to discuss this - Perhaps there is a better agent elsewhere to help you achieve the best result for your property.

When you’re finished interviewing, it’s time to make your decision. Review your notes. How would you rate the agents’ responses? Don’t forget to consider the soft stuff. What isn’t said is often more reflective than what is said. How was their professionalism? Did they show up on time? Did they seem enthusiastic and willing to work hard for you? Were they hurried or did they seem disorganized? How did they treat you and your questions, particularly the ones that were difficult to answer? At the end of the day, don’t forget to consider how comfortable you feel with the agent. Sometimes, agents will answer questions well but something just doesn’t feel right. I suggest you trust your instincts.

Carefully choosing your agent will be well rewarded in the time, money, and frustration it saves you. The best agents create a positive, enjoyable environment and help transactions go smoothly. When your nerves are at an end because of a contractual issue, they’re the voice of calm in the storm. They can add reassurance in moments of doubt, and give you advice that results in a far better experience than you ever imagined.

## What is Eagle Vision Property?

Do you have a design that you need to communicate to your purchasers or the town planning consultants? Are you a developer or an architect seeking to articulate your designs to look & feel like they would if the building was already here?

If the answer is YES to any of the above, then we have already helped clients just like you, no matter whether your project is a single dwelling or a multi-storey apartment complex to commercial projects.



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