

# HOW TO SELL YOUR HOUSE FOR OVER THE ASKING PRICE.....

## 16 CRUCIAL QUESTIONS TO ENSURE YOU CHOOSE THE BEST ESTATE AGENT



### THE CHECKSHEET

Print and complete this checksheet when you interview estate agents so you can look back and make an informed decision.

**Agency Name:** .....

- 1 On average, what percentage of the asking price do you achieve?

\_\_\_\_\_ %

- 2 What's your average time to agree a sale?

\_\_\_\_\_ Days

- 3 Are you prepared to agree to a 0 week rolling sole agency agreement with 24 hours notice?

**Yes** ☐ **No** ☐

- 4 What percentage of sales do you agree/exchange or complete first time?

\_\_\_\_\_ %

- 5 How many "competing" offers do you achieve per sale?

\_\_\_\_\_ **Competing Offers**

- 6 Do you offer FREE photography, shot by an actual professional photographer?

**Yes** ☐ **No** ☐

- 7 Clear plan if property isn't under offer within 4 weeks?

**Yes** ☐ **No** ☐

- 8 Do you accompany ALL viewings?

**Yes** ☐ **No** ☐

- 9 Are you open/do you accompany viewings outside of normal business hours and on Sundays?

**Yes** ☐ **No** ☐

- 10 Will you actually be my agent throughout the process and do you live locally?

**Personal Agent** **Yes** ☐ **No** ☐

**Live Locally** **Yes** ☐ **No** ☐

- 11 Does your agency answer telephone calls 24/7, 365 days per year?

**Yes** ☐ **No** ☐

- 12 Will you also act as my "buying agent" to help with my next purchase?

**Yes** ☐ **No** ☐

- 13 Are you a member of any industry accreditation schemes such as:-

**NAEA** ☐ **TPOS** ☐ **Other** ☐

- 14 Clear social media marketing plan?

**Yes** ☐ **No** ☐

- 15 Are you a Certified Advanced Level 2 Negotiator?

**Yes** ☐ **No** ☐

- 16 What percentage commission do you charge?

\_\_\_\_\_ %

**Does this include VAT?** **Yes** ☐ **No** ☐