

Picking the Right Real Estate Broker

If you are thinking about buying a home, selling your home or just have questions.... selecting the right real estate broker can be challenging. Initially they may all seem the same. However, there are a number of factors you should weigh before selecting a real estate professional to work with.

Ask for references. A good broker will be able to provide a list of satisfied clients you can talk with.

Ask how long they have been selling real estate. Are they brand new to the business, looking to gain experience with your home, or have they been in business a long time with a vast amount of experience

Ask if real estate is their full time job/career. Many real estate agents only do real estate part-time and need to work another job to make ends meet.

Ask how many transactions they average in a year. If they complete too many transactions, they might not have the time to personally take care of you and your needs. Too few, they might not have the knowledge and experience to sell your home and look out for your best interest.

Ask if they are they a real estate broker or a sales agent. A sales agent must work under the license of a broker.

Ask if they charge you anything above the negotiated commission. Many companies/agents charge "junk fees" to their clients such as "transaction coordinator", "Document" or "Admin" fees. You should never have to pay junk fees.

Ask where they advertise..... internet, sign, flyers, etc.

Ask which MLS they are a member of. If they don't respond with Sandicor, then your home will not be on the San Diego MLS and will not be advertised to the thousands of real estate agents in San Diego.

Ask them if they answer the phones and respond to emails quickly. Better yet, test them. Give them a call and see if they actually answer. If they don't answer, see how long it takes them to return your call. You should also send them an email and see how quickly they respond. You would be amazed how many agents, don't answer their phones or respond quickly to emails.

Ask if they cooperate fully with other real estate agents. Some agents will not cooperate with other agents fully and will reduce your chances of having your home sell for top dollar.

Ask how many photos of your home they will put on the mls. Our mls allows 25. You would be amazed at how many agents only put 1 and that is only because it is mandatory to put at least 1 or they will be fined. I use a professional photographer and provide a virtual tour, as well.

Don't take their word for it, ask them to provide you copies of their current or past MLS listings sheets of homes they listed in the past month or 2. See if they have photos, see if they actually described the property in the remarks section. You would be amazed at how many agents do not even provide an accurate description of the property in the mls.

Then, spend some time talking with them. A good agent will tell you the good, the bad AND the ugly. Be wary of agents who seem too optimistic, or provide a CMA that seems unusually high. That is called "buying the listing".

Like anything, it pays to shop around and ask lots of questions. I hope to hear from you soon.

Sincerely,

Kristi Gonzalez

Broker/Owner