

“12 Questions You Should Ask Before Hiring ANY Realtor”

Here Are 12 Powerful and Insightful Questions You Should Ask
A Real Estate Agent *BEFORE* You Sign Anything!

Dear Consumer,

If you're in the market to sell your home, OR purchase a home, there's something you should know...

All Realtors Are NOT The Same!

Your decision to place your home for sale involves more than simply running an ad, holding a few open houses, and waiting for the sales proceeds check. And your decision to buy a home clearly involves more than looking at 2 or 3 homes, making an offer, and moving in.

Hiring the wrong Realtor can mean the difference between making or losing money, selling or buying quickly or taking a long time, a trouble-free transaction or a living nightmare.

Unless you have experience interviewing people, and Realtors in particular, you won't always know what questions to ask. Further, you won't always know what answer will best suit your needs for buying or selling. So here's a list of 12 important and insightful questions you should ask ANY Realtor BEFORE you sign anything...

Question #1: How Long Have You Been Practicing Real Estate?

This question will reveal more than just years practicing. You want to delve down into the number of transactions, average price range, specialized areas and types of homes they've purchased or sold. You also want to know how productive they've been in each year in practice.

Some agents in business less than 5 years may have more experience than other agents in business 10 years or more! You want to know how many brokers they've worked for, and what kind of experience they have that will apply directly to your real estate situation.

Question #2: What Qualifications Do You Have To Sell Real Estate?

This question looks for their overall commitment and dedication to building their personal skills. If they're not willing to commit to improving themselves, they may not commit to your needs and satisfaction either.

First, look for their overall education. Did they go to college? Do they have any Realtor or professional designations? How often do they invest in improving their skills and keeping up with technology and other industry trends?

Experience should also carry over to negotiating and financial skills. And don't forget the ancillary experience required for real estate.

Question #3: Tell Me About Your Personal Real Estate Operation?

This is an open-ended question designed to get your Realtor talking about their business. You want to know how much they've invested into their business as relates to giving you competent and quality service. For example, do they have an assistant to take home inquiries when they're not in the office? Do they have a pager, cellular phone, email, and other methods of reaching them? Do they have a private office either with the broker or on their own (a tell-tale sign of a top producing agent)?

Here's what you're looking for: The more an agent invests into their own success, office, and systems, the more they'll be able to commit to you.

Question #4: Can You Give Me A List Of Client References To Call?

An agent who doesn't accumulate a list of satisfied references either doesn't do much business, or isn't providing the kind of service or follow-through you need. References don't always need to be past clients. Get professional references as well: Bankers, mortgage lenders, appraisers, attorneys, etc.

Question #5: Do You Have A Formal And Written Marketing Plan For Selling Homes?

This question applies more to sellers than buyers, but both should ask. Your agent's marketing plan needs to be deep – not just holding open houses, entering your home on MLS, or running classified ads.

The key to selling a home is CONSISTENCY. Your home must be consistently marketed to those people capable of buying. This cannot be accomplished if an agent doesn't have a diversified arsenal of marketing strategies. Look for special ideas, consistency, and persistence in their marketing plan.

Question #6: What Systems Do You Have For Tracking The Home Market (buyers)/ or Tracking My Home Listing (sellers) On A Regular Basis?

This is a very important question. If you're a buyer, you want to know their competence in understanding values of certain areas. They also need systems to keep you continually up to date with opportunities in the market. You want them to have more than "access to Multiple Listing Service." How much do they actually preview homes in your price range or desired area. How much do they talk to neighbors, or participate with other activities in those areas.

If you're a seller, you want to price your home correctly, and be regularly updated with important buyer activity. How many calls did you get on your home this week? What marketing strategies did you use? How many home visits from other agents did you have (and what were their comments)? How many people visited your open house?

If an agent does not have specific systems for measuring and reporting these items, perhaps you should consider someone else.

Question #7: Do You Guarantee Your Performance?

Some agents will give you a blank stare at this question. If they do, you might want to consider taking your business elsewhere. Why? Because you need to know if your interests are aligned. Is your agent willing to stake their successful outcome with yours?

Why shouldn't your agent also guarantee their performance?

Smart Realtors guarantee their services for 2 reasons: 1) They're confident they can perform for you because of their experience, commitment, and work ethic, and 2) It's smart marketing for a Realtor to guarantee their services. If you buy a television, it's guaranteed. If you buy a car, it's guaranteed. These days, nearly everyone must offer a guarantee to help stimulate a sale. Agents on the cutting edge of marketing guarantee their services.

Question #8: Can You Refer Me To A Reputable Mortgage Lender, Banker, Appraiser, or real estate Lawyer?

This question reveals how active the agent is, and how well connected they are professionally. At some point in the buying or selling process, you will need the services of a reputable, competent lender, appraiser, title company, etc. If your agent is active, committed, and diligent with their practice, they'll be able to give you a few names of each right on the spot.

Question #9: What Percentage Of Your Business Comes By Referral?

Here's the "*\$64 thousand dollar question.*" Competent, well-known agents get a large part of their business from satisfied past clients and members of their sphere of influence.

If your agent gets less than 25% of new business through referrals, it may be because 1) The quality of service they offer is not up to standard (hence, people don't feel compelled to refer to them after a transaction), 2) They lack the marketing experience or skills required to market for referrals (which means they may not bring strong skills to your transaction), or 3) They don't cultivate contacts in their business (which means they won't have many people to speak with about your home).

Clearly, the best way past clients show their gratitude for outstanding service is by referring their family, friends and associates.

Question #10: How Many People Do You Speak With Each Day About Real Estate?

This question will tell you how connected an agent is, and how active they'll "talk-up" your home to buyers, or finding a home for you by talking to other agents. Hopefully your agent talks to at least 40 people a day about real estate. If not, they may not be very active.

Question #11: Do You Personally Spend Money Advertising Your Services Or Homes For Sale?

This question pertains more to listings, but it's also a question a buyer should ask to determine an agent's commitment to invest in the successful outcome of their client. There are 2 situations to identify here: 1) Agents who are very busy, and who produce a lot of income for their broker will frequently receive advertising allowances from their broker. If your agent receives allowances, that's generally a good sign.

2) However, if an agent is not as busy, OR if their broker does not have an ad allowance for top producers, you want to learn their commitment to "*put their money where their mouth is*" when it comes to marketing your home.

You should also ask to see samples of ads they write for homes they list, and for their own services. Do the ads appeal to you? Would they make you act? If not, don't expect their marketing of your home to be any better.

Question 12: Will You Personally Handle Contract Negotiations For Use?

Surprisingly, many agents simply submit or receive offers, and act as a conduit between you and the buyer (or seller). That's not good enough. You want an agent who has reasonable negotiation skills. You want an agent who's committed to your interests.

They'll need to represent you to other agents and buyers/sellers. It's a good idea to follow-up the above question by investigating specifically HOW their negotiation skills saved other clients money, hassles, or help a deal come together.

There Are "Real Estate Agents" ... And Then There Are Committed Professionals. Which One Do YOU Want Representing Your Interests?

The answers to the above questions should give you a good feel for the commitment and competency of the Realtor you're thinking about using. Remember, all Realtors are not the same!

Over the past 30 years, I have recognized this fact, which is why I wrote this special report, and structured my practice around giving the most competent service possible.

I have a full time assistant, a full-time marketing specialist, two offices, three computers, 2 cellular phones, a pager, 6 phone lines, voice messaging hotlines, a dedicated fax, and a toll-free phone number. I'm not telling you these things to impress you, but to impress UPON YOU the difference between agents who simply "sell" real estate, and those who COMMIT to whatever it takes to serve a client beyond their expectations! To the untrained person, this looks like a lot of overhead. But to me, every person and system pays off dividends in satisfied clients. They're PROFIT centers, not costs.

There's a difference between agents who simply sell real estate, and those who COMMIT to whatever it takes to serve a clients beyond their expectations. I've been in real estate for 30 years, and sold over \$35 million of homes. I am intimately familiar with South Dade Area and the Keys, and specialize in selling single family homes in all price ranges. I am a full-time Realtor. I have a college education and a complete resume for your review.

I also make it a priority to educate you on every aspect of buying or selling a home in your area. I have a long list of past clients and professional references whom you can call at any time to discuss the quality of my service and follow-up.

I have an unprecedented (and EXCLUSIVE!) 16 Step marketing plan that is unequalled by anyone in the industry. I have specifically designed marketing tracking systems for buying markets, and for homes I list and sell. And I have a reporting system so that every client is regularly updated and informed.

I guarantee everything I do in writing. This places the burden of risk and performance on ME, not you. I also have references to reputable people in mortgage lending, appraisals, title and escrow companies, tax specialists, and attorneys. These are people I have used in other transactions.

Each day, I speak with over 30-40 people directly related to buying or selling real estate. And I receive over 80% of my new clients through referrals and repeat business. My personal marketing involves such outstanding and continued service to my existing clients and personal network, they are inclined to share my services with family and friends.

**I'm Not Saying These Things To Impress You,
But Impress UPON You The Difference Between A Realtor
And A Competent, Dedicated Professional**

Buying and selling real estate can be tricky business. And selecting the wrong Realtor can cost you a lot of money, headaches, and wasted time. That's why I have enclosed 2 coupons for you to TRY my services, RISK FREE, to see...

~~☞~~ How much money I can save you on your next transaction...

~~☞~~ How I can reduce your time to sell your existing home, or locate a great home at the right price...

- ✍️✍️How I can help refer you to competent real estate services: Special loan packages, title and escrow services, appraisers, and more...
- ✍️✍️How I can make your sale or purchase problem FREE!

All you have to do is locate one of the coupons applicable to you (buying or selling), and call me at the phone number on the coupon.

But Don't Wait!

You'll notice I placed an expiration date on the attached coupons. I did this for a very good reason. I enjoy working with clients, and sometimes my practice gets booked up fast. In order to make sure I have undivided time for you, I need to hear from you immediately so there are no time conflicts in helping you.

Plus I know there's a natural tendency to procrastinate. To put off important decisions. But the more you procrastinate, the more pressure ultimately rests with you.

By Not Acting Now, You Could Open Yourself To Losing Thousands Of Dollars

So call now at, and I'll immediately arrange a convenient time to meet, and share with you my exclusive buyer and seller marketing programs.

Sincerely yours,

Mike Schuler
Cutler Realty, Inc.

P.S. Knowing the right questions to ask any Realtor can save you an enormous amount of money, time, and hassles. And clearly, not all Realtors are the same! That's also why I enclosed the buyer and seller coupons with this report. So when you're finished reading this report and reviewing the attached coupons, give me a call at 238-MIKE for a Free, no obligation review of how I can save you time, money, and hassles on your next real estate transaction. I look forward to hearing from you!

SELLER Coupon

Sell Your Home For TOP DOLLAR, Eliminate Costly Pitfalls, And Get A FREE Home Inspection \$300 value...

Maximum Home Value Audit **COUPON**

The bearer of this coupon is entitled to receive a Free, No *Obligation Maximum Home Value Audit*. Your audit will include...

- ✂✂ A complete, fact filled, easy to understand valuation of your home...
- ✂✂ I'll tour your home to identify items that could negatively affect your selling price. Many of my findings could bring as much as \$10 in extra sales price for every \$1 you invest
- ✂✂ Reveal to you my exclusive *16 Step Home Marketing Plan* designed to sell your home for every penny it's worth, in YOUR time frame, and with the least pressure and hassles!
- ✂✂ A RESULTS Guarantee of my services...
- ✂✂ **SPECIAL BONUS:** There's no obligation whatsoever, but if we end up working together, I'll provide a **FREE HOME INSPECTION**, a \$300 value. to identify potential pitfalls that could jeopardize a successful sale and cost you thousands. You'll feel confident your home's ready to sell!

But hurry, this coupon expires **30 days from today**. Call now at 305-238-MIKE (6453).

Mike Schuler, Realtor

Cutler Realty, Inc., (305) 238-MIKE (6453)

BUYER Coupon

*Find Your Perfect Home At The Right Price, Save Thousands When Buying, Locate Affordable Financing, And Get A **FREE APPRAISAL** And **CONFIDENTIAL CREDIT REPORT!***

Exclusive Preferred Buyer Program **COUPON**

The bearer of this coupon is entitled receive the services of *my Exclusive Preferred Buyer Program*. My Preferred Buyers Program Includes...

☞☞ Free Subscription to my "Home Locator" program. I'll create a custom search model based on your personal home needs. Then enter you into our *Home Search* system where our computers will sift through the market each night to find hidden bargains and new listings before anyone else...

☞☞ Evaluate the value of your chosen home so you buy the most home for your dollar...

☞☞ Negotiate the best possible deal for you so you avoid costly traps and pitfalls...

☞☞ Help you locate the most affordable financing in the market and for your situation...

☞☞ Coordinate all inspections, appraisals, escrow and title services, with the very best firms, so you can feel confident and focus on other important tasks during your move...

☞☞ **FREE BONUS #1: FREE CREDIT REPORT** – a \$75 value. If you call before the expiration date, you'll get a Free confidential credit report. Get the most home for your status, become updated on your credit status, and obtain the best financing for your next home...

☞☞ **FREE BONUS #2: FREE APPRAISAL** – a \$300 value. If you call before the expiration date, and I find your home, I'll buy your appraisal. Learn your home's value from someone in YOUR court.

But Hurry! This coupon expires **30 days from today**

Mike Schuler, Realtor

Cutler Realty, Inc. (305) 238-MIKE (6453)