Real Estate Coaching offered by iSucceed

The Value of Pre-Listing and the Pre-Listing Appointment

featuring Linda Mawhinney

Questionnaire

KELLER WILLIAMS REALTY

SOUTHWEST MICHIGAN

Linda Mawhinney, CRS, GRI, Broker/ Owner
Mark Mawhinney, REALTOR

REALTOR QUESTIONNAIRE FOR SELLERS

Before selecting an individual Realtor to list your property, I believe the Realtor should be INTERVIEWED for the job. A list of questions could be as follows:

QUESTIONS	OUR REPLY	OTHERS
1. How long have you been a licensed REALTOR®?	Since 1986	?
2. Are you a full-time agent working at least 40 hrs. a week?	Yes	?
3. Do you have a Licensed Assistant working with you?	Yes	?
4. Do you have a Buyer's Specialist working with you?	Yes	?
5. Do you have your Broker's License?	Yes	?
6. Do you have your GRI designation? (Graduate of the Real Estate Institute)	Yes	?
7. Do you have your CRS designation? (Certified Residential Specialist)	Yes	?
8. Are you involved with any committees for your Association?	Yes	?
9. How many transactions did you close in 1999?	66	?
1998?	77	?
1997?	61	?
10. How much dollar volume did you produce in 1999?	$10,066,730	?
1998?	$12,156,915	?
1997?	$9,589,996	?
11. What were your average days on the market for 1999?	39	?
12. Do you send out at least 315 newsletters every month?	Yes	?
13. Do you provide a feature sheet on all listings?	Yes	?
14. Do you advertise in the Herald Palladium every month?	Yes	?
15. Do you advertise in the Homes Digest every month?	Yes	?
16. Are you a member of a national referral service?	Yes	?
17. Do you provide a written weekly marketing service report?	Yes	?
18. Do you follow-up on each showing and give the Seller feedback?	Yes	?
19. Does your office have a Home Warranty Protection Plan?	Yes	?
20. How many full time agents are in your office?	18	?
21. Are you accessible by car phone, E-mail, and home fax?	Yes	?
22. Do you have a personal web-site?	Yes	?
23. Do you have a 1-800 home information system?	Yes	?

Promising you the quality of service your continued confidence deserves!

Figures based on information provided by the Southwestern Michigan M.L.S. through December 31, 1999