



REAL ESTATE TODAY

For the GREATER ALBUQUERQUE AREA

12 QUESTIONS TO ASK A REAL ESTATE AGENT

by Barbara Madaras

Real Estate relationships, whether they are for listing a home or buying a home, can be part of your life for as much as six months. So it's important to select the right agent the first time.

These questions will help you pick a winner.....

Are you a Realtor®? A Realtor® is a member of the National Association of Realtors® and therefore is bound by its strict Code of Ethics. Realtors® are committed to treat all parties to a transaction honestly and are expected to maintain a higher level of knowledge about the buying selling process. Identify them by the Realtor® logo on their business card or other marketing literature.

How long have you been practicing in Real Estate? Level of experience needn't be the sole determining factor, but experience does carry value.

What professional Real Estate designations do you have? Agents' designations—the initials following their name—show they've completed a course of special education and indicate a high level of commitment to staying current.

How many transactions have you conducted in the past year? You want to know that the agent is active and effective in the current market.

How do I contact clients with whom you recently worked? Realtors, like every other business person, will give you the names of people they know will recommend them. Rather, contact the Albuquerque Board of Realtors and/or the Realtors Association of New Mexico. These organizations can tell you if the Realtor has had any ethics or licensing violations charged against them—a much better evaluation of their way of doing business.

How do you use the Internet in your business? In the interest of their clients' time and in response to the volatility of today's market, Agents need to be internet-savvy and utilize electronic research and communications as a means of conducting their business in a responsive and timely manner.

IF YOU ARE SELLING A PROPERTY.....

What is your average list-to-sale price ratio? You want these numbers to align as closely as possible. Salespeople who agree to overprice your home aren't doing you any favors.

What is the average length of time your listings are on the market? The shorter the time, the more likely the agent is a stickler for marketing and realistic pricing.

What specifically will you do to get my home sold? Expect to see a marketing plan. Marketing plans can differ significantly and can more "fluff" than substance. Ask to see evidence of what has been done for previous sellers.

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