

# How to Evaluate and Compare Real Estate Agents

A printable checklist for Orangeville & Dufferin County home sellers

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## 1. Communication & Responsiveness

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- Responds to initial inquiry within 2 hours
- Provides clear timeline for follow-up communication
- Explains how often you'll receive updates during listing
- Gives direct contact info (not just assistant/team)
- Follows up after initial meeting with promised materials

## 2. Marketing & Technology

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- Shows examples of past listing photos & video quality
- Explains online showing / virtual tour capabilities
- Uses professional photography (not phone photos)
- Has drone, 3D imaging, or advanced visual technology
- Describes how listings appear on mobile devices
- Explains social media / online advertising strategy

## 3. Local Market Knowledge

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- Knows current buyer demand for your property type
- Understands seasonal pricing patterns in Orangeville
- Can explain how your home compares to current competition
- Has sold homes in your area or similar neighbourhoods
- Knows local bylaws / zoning that may affect your sale

## 4. Pricing Strategy & Honesty

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- Provides comparable sales data (not just opinion)
  - Explains pricing adjustment strategy if no offers in 2 weeks
  - Doesn't inflate price to win the listing
  - Explains difference between list price and expected sale price
  - Discusses preparation / staging impact on final price
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## 5. Review Quality & Verification

- Has 20+ reviews on independent platforms (Google, etc.)
- Reviews mention specific outcomes (price, timeline, neighbourhood)
- Video testimonials available from past clients
- Awards from independent sources (ThreeBestRated, etc.)
- Willing to connect you with past clients for reference calls
- Reviews span multiple years (not just recent burst)

## 6. Fee Structure Transparency

- Clearly explains commission structure in writing
- No hidden fees or surprise charges mentioned
- Explains what marketing is included vs. what costs extra
- Explains cancellation terms if you change your mind

## 7. Experience & Track Record

- Has 10+ years experience in Orangeville / Dufferin County
- Has worked through both strong and slow markets
- Can describe how they adjusted strategy in past slow markets
- Shows production / sales volume data (not just claims)

## 8. Agent Comparison Scorecard

Evaluation Criteria	Agent 1	Agent 2	Agent 3
Communication			
Marketing Quality			
Local Knowledge			
Pricing Strategy			
Review Verification			
Fee Transparency			
Experience			
<b>TOTAL SCORE / 35</b>			

Score each agent 1-5 on each criteria. Total possible: 35 points.

## 9. Your Notes & Impressions

Agent 1:

Agent 2:

Agent 3: