

# 10 Questions to Ask Before Hiring a Real Estate Agent

Print this checklist and take it to every agent interview.

**Kevin Flaherty | Orangeville Real Estate**

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**1 What makes you different from the other realtors? Why should I list my home with you?**

**WHY IMPORTANT**

In a tough market, sameness costs you money. Elite agents have concrete differentiators — technology, marketing channels, team structure.

**WATCH FOR**

Vague answers like "I work hard." No specific programs or unique technology mentioned.

Notes / Agent's Answer:

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**2 What is your track record, and how does it stack up against other realtors?**

**WHY IMPORTANT**

Volume funds marketing. Most agents sell <3 homes/year. High-volume agents invest more in selling your home.

**WATCH FOR**

Claims of being "#1" without quoting actual sales numbers. Accolades without volume are meaningless.

Notes / Agent's Answer:

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**3 What are your overall marketing plans for my home?**

**WHY IMPORTANT**

Price or marketing — those are the only two factors. Poor marketing forces price reductions.

**WATCH FOR> "I LIST ON MLS AND WAIT." NO WRITTEN MARKETING PLAN WITH DELIVERABLES, CHANNELS, BUDGET, OR TIMELINE.**

Notes / Agent's Answer:

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**4** How many buyers are you currently working with?

**WHY IMPORTANT**

Data-mining and predictive analytics can identify the most interested buyers for your specific home.

**WATCH FOR**

"I have a buyer for your home." Trap to get your listing first. Exposure to ALL buyers gets top dollar.

Notes / Agent's Answer:

**5** Do you provide floor plans with exact square footage and measurement locations?

**WHY IMPORTANT**

Buyers need exact measurements for furniture placement and spatial assessment. Vague ranges create uncertainty.

**WATCH FOR**

"Room sizes are in the listing." No professional floor plans = fewer showings and lower offers.

Notes / Agent's Answer:

**6** Do you offer an online showing that is narrated?

**WHY IMPORTANT**

Narration explains features buyers miss, mechanical systems, and neighbourhood benefits. Silent tours miss critical value-adds.

**WATCH FOR**

"I do video walkthroughs." Without narration explaining features, it is just a video — not an online showing.

Notes / Agent's Answer:

**7 What helps online buyers understand colours, layout, and room feel?**

**WHY IMPORTANT**

Photos distort colours and flatten rooms. Virtual environments + real footage = buyers feel like they have visited.

**WATCH FOR**

Photos and basic floor plans only. If the agent cannot show you an example that made YOU feel like you visited, they cannot create one for your buyers.

Notes / Agent's Answer:

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**8 What kind of reporting do you provide on my listing's activity?**

**WHY IMPORTANT**

"Too many stairs" is not actionable feedback. You need data: views, time on page, return visitors = true buyer interest.

**WATCH FOR**

Agents who only pass along negative verbal feedback from showing agents. No analytics = flying blind.

Notes / Agent's Answer:

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**9 What happens when you are busy and a buyer wants to see my home?**

**WHY IMPORTANT**

Every missed showing is a missed opportunity. Solo agents cannot be in two places at once.

**WATCH FOR**

"I'll make it work" or "buyers can wait." No team, no backup, no dedicated showing coordination.

Notes / Agent's Answer:

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**10** How many different places online will my listing appear?

**WHY IMPORTANT**

99% of buyers find homes online. MLS is a database, not marketing. More exposure = more money.

**WATCH FOR**

"MLS is the market. That's enough." No written list of platforms, channels, or syndication strategy.

Notes / Agent's Answer:

*(Dashed box for notes/answer)*

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Free downloadable checklist from [flaherty.ca/questions-to-ask-real-estate-agent-orangeville](http://flaherty.ca/questions-to-ask-real-estate-agent-orangeville)