

FREE DOWNLOADABLE GUIDE

10 QUESTIONS YOU SHOULD ASK BEFORE HIRING A REALTOR

The Essential Checklist Every Home Seller Needs

By Kevin Flaherty

Top 1% Canadian Realtor | 30+ Years Experience | \$500M+ in Career Sales
2-Time ICON Broker with eXp Realty

Download the full interactive checklist at flaherty.ca

Includes scoring rubric, red flags to watch for, and printable interview worksheet

Why These 10 Questions Matter

Hiring the wrong realtor can cost you tens of thousands of dollars, months of stress, and the frustration of watching your home sit on the market while others sell. Yet most homeowners spend more time researching a new car than interviewing the person who will handle their most valuable asset.

These 10 questions cut through the sales pitch and reveal whether an agent has the marketing muscle, buyer network, and track record to get you top dollar — fast. Use this guide as your interview script. Print it. Score each agent's answers. The highest score wins your listing.

Kevin Flaherty at a Glance

- Sells 16x more homes than the average agent
- Sells homes for 99.2% of market value (vs. 97.7% industry average)
- Sells homes 52% faster than the Caledon average
- 2,317 active buyers in database
- 8 marketing specialists + 3 full-time realtors
- Syndicates listings to 57+ online locations

How to Use This Checklist

1. Print this PDF and bring it to every agent interview.
2. Ask each question and take notes on the agent's response.
3. Score each answer from 1 (poor) to 5 (exceptional).
4. Add up the scores. The agent with the highest total is your best choice.
5. Watch for red flags — vague answers, defensiveness, or inability to provide proof.

RED FLAG WARNING

If an agent cannot or will not answer any of these questions with specific numbers, documentation, or proof — that's a dealbreaker. Move on.

The 10 Essential Questions

Ask every agent these questions. Score their answers 1-5. Compare. Choose wisely.

1 What makes you different from other realtors?

WHY IT MATTERS

Most agents have no unique selling proposition. They rely on generic marketing — photos, a sign, and MLS. In today's competitive market, that is not enough.

LISTEN FOR

Look for specific, differentiated marketing systems: video narrated online showings, buyer databases, syndication networks, professional staging, or predictive analytics.

RED FLAG

Vague answers like 'I work hard' or 'I care about my clients.' Every agent says that.

2 What is your track record?

WHY IT MATTERS

Past performance is the best predictor of future results. An agent who has sold 3 homes in the last year is not equipped to market your home with full impact.

LISTEN FOR

Demand proof: recent sold listings in your neighbourhood, average days on market, and sale-to-list price ratio with documentation.

RED FLAG

Refusal to provide numbers, or claims of being 'too busy' to compile stats.

3 How many buyers are you currently working with?

WHY IT MATTERS

An agent with a large, qualified buyer database can match your home to interested buyers before it even hits the market — creating competition and driving up price.

LISTEN FOR

The agent should show you their buyer list, segmentation (e.g., Caledon country properties, equestrian estates), and marketing plan to reach those buyers.

RED FLAG

'I have lots of buyers' without specifics. A database of 50 buyers is not the same as 2,000.

4

Do you provide floor plans with exact square footage?

WHY IT MATTERS

Buyers want precise measurements to plan furniture placement and compare homes. A size range is not enough — it creates uncertainty and reduces offers.

LISTEN FOR

Professional floor plans with exact square footage, room dimensions, and measurement locations for every listing.

RED FLAG

'We can add that later' or 'Most buyers don't care.' They absolutely do.

5

Do you offer a narrated online showing?

WHY IT MATTERS

99% of buyers find their next home online. Without narration, buyers miss key features and upgrades that justify your asking price. Your home can appear overpriced.

LISTEN FOR

Video-narrated VR animated online showings that fly buyers through an accurate model of your home while highlighting every selling point.

RED FLAG

'We do virtual tours' (silent slideshows are not narrated showings).

6

What provides buyers with a clear understanding of colours, composition, layout and room flow?

WHY IT MATTERS

Floor plans alone are not enough. Buyers need to feel what it's like to walk through your home — colours, textures, spatial flow — before they schedule a showing.

LISTEN FOR

A virtual environment combined with real footage that creates an immersive experience. No special equipment needed by the viewer.

RED FLAG

'We have great photos.' Photos are static and cannot convey spatial relationships.

7

What kind of reporting do you provide on listing activity?

WHY IT MATTERS

Useful feedback is about levels of interest, not just what viewers didn't like. You need data to make informed pricing and marketing decisions.

LISTEN FOR

Weekly reports showing: custom web page visits, average viewer time on page, return visitor count, and buyer engagement metrics.

RED FLAG

'I'll let you know if there's feedback.' That's not reporting — that's silence.

8

What happens when you're busy and a buyer wants to see my home?

WHY IT MATTERS

One-man-show agents cannot be in two places at once. Missed showings mean missed offers. A team ensures buyers see your home on their schedule, not the agent's.

LISTEN FOR

A team of full-time realtors working shifts 7 days a week, plus dedicated marketing staff — not just multiple agents splitting commissions.

RED FLAG

'I make it work' or 'I'm never too busy.' That's a promise no solo agent can keep.

9

How many different places online will my listing appear?

WHY IT MATTERS

MLS is not the market. 99% of buyers find homes online, and they search dozens of sites. If your listing is only on MLS, you're invisible to most buyers.

LISTEN FOR

Syndication to 57+ online locations including Zillow, Realtor.ca, Kijiji, Facebook Marketplace, and niche real estate portals.

RED FLAG

'We put it on MLS and our website.' That's 2 locations, not 57.

10

What is your overall marketing plan?

WHY IT MATTERS

A comprehensive marketing plan is the difference between a home that sells in days and one that languishes for months. Every detail matters.

LISTEN FOR

A written, step-by-step plan covering: online showings, professional photography, floor plans, syndication, social media, email campaigns, open houses, and direct buyer outreach.

RED FLAG

'I'll list it and see what happens.' That's not a plan — that's hope.

Scoring Worksheet

Score each agent from 1 (Poor) to 5 (Exceptional). Total the scores to find your winner.

#	QUESTION	AGENT A	AGENT B	AGENT C
1	What makes you different from other realtors?	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	What is your track record?	<input type="text"/>	<input type="text"/>	<input type="text"/>
3	How many buyers are you currently working with?	<input type="text"/>	<input type="text"/>	<input type="text"/>
4	Do you provide floor plans with exact square footage?	<input type="text"/>	<input type="text"/>	<input type="text"/>
5	Do you offer a narrated online showing?	<input type="text"/>	<input type="text"/>	<input type="text"/>
6	What provides buyers with a clear understanding of l...	<input type="text"/>	<input type="text"/>	<input type="text"/>
7	What kind of reporting do you provide on listing act...	<input type="text"/>	<input type="text"/>	<input type="text"/>
8	What happens when you're busy and a buyer wants to s...	<input type="text"/>	<input type="text"/>	<input type="text"/>
9	How many different places online will my listing app...	<input type="text"/>	<input type="text"/>	<input type="text"/>
10	What is your overall marketing plan?	<input type="text"/>	<input type="text"/>	<input type="text"/>

TOTAL SCORE

___ / 50

___ / 50

Notes & Observations

How Kevin Flaherty Answers These 10 Questions

See how a top-performing agent responds when asked the right questions.

1. What makes you different?

Video Narrated VR Animated Online Showings, 2,317+ buyer database, syndication to 57+ locations, 8 marketing specialists, and predictive analytics. Most agents cannot offer this level of marketing infrastructure.

2. Track record?

Sells 16x more homes than average. 99.2% sale-to-list price ratio. 52% faster than area average. \$500M+ career sales. Documentation provided for every claim.

3. Buyer database?

2,317 active buyers segmented by property type: Caledon country estates, equestrian properties, village homes, and luxury properties. Your home is matched to qualified buyers before listing.

4. Floor plans?

Professional floor plans with exact square footage, room dimensions, and measurement locations included with every listing at no extra cost.

5. Narrated online showing?

Video-narrated VR animated showings fly buyers through your home while highlighting every feature, upgrade, and location benefit. No special equipment needed.

6. Buyer understanding?

Virtual environment + real footage creates an immersive experience. Buyers feel like they've visited before they schedule a showing.

7. Reporting?

Weekly reports: web page visits, average viewer time, return visitors, and buyer engagement metrics. Data-driven pricing decisions, not guesswork.

8. Availability?

3 full-time realtors working shifts 7 days a week + 8 marketing specialists. Showings happen on the buyer's schedule, not mine.

9. Online exposure?

57+ online locations including Zillow, Realtor.ca, Kijiji, Facebook Marketplace, and niche portals. 99% of buyers find homes online — we meet them where they search.

10. Marketing plan?

Written, step-by-step plan: professional photography, floor plans, narrated showings, syndication, social media campaigns, email blasts, open houses, and direct buyer outreach.

Ready to see the difference?

Get a free home evaluation and experience the Flaherty marketing system firsthand.

Call 226-270-6433 or visit flaherty.ca/homeeval

KEVIN FLAHERTY

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The Numbers Don't Lie

\$500M+ Career Sales Volume

99.2% Sale-to-List Price Ratio

52% Faster Than Average

16x More Homes Than Average Agent

2,317 Active Buyers in Database

57+ Online Listing Locations

Past performance does not guarantee future results. All statistics based on TRREB monthly sold data and internal team metrics. Individual results may vary based on market conditions, property condition, and pricing strategy.

Download the interactive checklist with scoring rubric at flaherty.ca