

10 Questions to Ask Before Hiring a Realtor

Your Interview Checklist for Choosing
the Right Listing Agent

The sale of your home is likely the single largest financial transaction you will ever make. The agent you choose can cost you or save you tens of thousands of dollars. Use this checklist to interview any Realtor with confidence and compare their answers side by side.

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Real Estate Broker | 38 Years Experience | Over \$500M Sold

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Print this guide and bring it to every agent interview. The professional who gives your home the most exposure, fastest, is the one who will get you top dollar with the least inconvenience.

The 10 Questions

Ask each question to every agent you interview. Write their answers in the notes space, then compare side by side using the scorecard on the last page.

Question 1: What makes you different from the other Realtors? Why should I list my home with you?

Why it matters: A generic answer is a warning sign. A strong agent points to specific marketing systems that make your property stand out against every competing listing.

What to listen for: Specific programs and tools, not vague promises. The agent should explain what they offer that others do not and how those tools help sell faster and for more money.

Your notes:

Question 2: What is your track record and how does it stack up against other Realtors?

Why it matters: Most agents sell fewer than three homes a year. Low volume means no budget for full-impact marketing, no team, and no support staff.

What to listen for: Real numbers, not vague claims of being 'number one.' Ask how many homes they sold last year and how that compares to the average agent in the area.

Your notes:

Question 3: What are your overall marketing plans for my home?

Why it matters: When a home does not sell, the reason is almost always price or marketing. Weak marketing forces you to drop the price or accept less.

What to listen for: A detailed, written plan showing exactly what the agent will do, how much they spend on marketing, and what they will NOT do. Compare this plan across agents.

Your notes:

Question 4: How many buyers are you currently working with?

Why it matters: A serious agent should know how many buyers they are working with and how many potential buyers exist for your property through data mining and predictive analytics.

What to listen for: Specific numbers backed by data, not a vague claim of 'having a buyer.' Be cautious of any agent who says they already have a buyer -- it is often just a tactic to win the listing.

Your notes:

Question 5: Do you provide floor plans that give the square footage and show where measurements are taken?

Why it matters: Buyers want to know the true size of the home and see where each measurement was taken so they can plan furniture placement.

What to listen for: Professional, detailed floor plans included on every listing, not a vague size range like '1,500 to 2,000 square feet.'

Your notes:

Question 6: Do you offer an online showing that is narrated?

Why it matters: Even a buyer standing inside a home can miss features that add real value. Without narration, a buyer's understanding drops dramatically.

What to listen for: A narrated multimedia presentation that highlights every feature, benefit, and location advantage. Without this, your listing risks looking overpriced online.

Your notes:

Question 7: What in your marketing gives the online buyer a clear understanding of colours, composition, layout, and feel for room sizes?

Why it matters: Not every buyer can read a floor plan and picture what it is like to stand in the home. A real online showing makes the buyer feel as if they have already been there.

What to listen for: A virtual environment blended with real footage that requires no special equipment from the viewer. Photos and a basic video are not enough.

Your notes:

Question 8: What kind of reporting do you provide with respect to activity on my listing?

Why it matters: Typical agent feedback ('too many stairs,' 'didn't like the colours') is nearly useless. What you need is data on levels of interest.

What to listen for: Weekly reports showing how many people visited the listing page, how long they stayed, and how many returned for a second look. This data is invaluable when an offer arrives.

Your notes:

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

Why it matters: A one-person operation cannot be in two places at once. When a serious buyer asks to view your property and the agent is tied up, that showing can slip away.

What to listen for: A team that shares the workload so showings happen at the buyer's convenience. No qualified buyer should ever be turned away because someone was unavailable.

Your notes:

Question 10: How many different places online will my listing appear?

Why it matters: Listing in only one place mostly reduces the agent's workload and cost. The more relevant places your home appears online, the more exposure and the more money in your pocket.

What to listen for: Proof of exactly where your listing will appear, not just 'the MLS.' Ask whether they have a dedicated syndication and SEO specialist handling placement.

Your notes:

The bottom line: The agent who can prove how your house will be marketed, how many buyers they can reach, and how they report results is the one most likely to sell your home faster and for more money.

Agent Interview Scorecard

Use this scorecard to rate each agent you interview on a scale of 1 to 5 (1 = poor, 5 = excellent). Compare totals to see which agent truly stands out.

Question	Agent A	Agent B	Agent C
1. What makes you different?	/5	/5	/5
2. Track record / volume	/5	/5	/5
3. Marketing plan	/5	/5	/5
4. Buyer reach / data	/5	/5	/5
5. Floor plans	/5	/5	/5
6. Narrated online showing	/5	/5	/5
7. Colours, layout, feel	/5	/5	/5
8. Reporting on activity	/5	/5	/5
9. Team / availability	/5	/5	/5
10. Online placement	/5	/5	/5
TOTAL SCORE	/50	/50	/50

Scoring Guide

- ☐ 40-50: Exceptional -- this agent has a complete marketing system and proven track record.
- ☐ 30-39: Good -- solid on most fronts but may have gaps in technology or reporting.
- ☐ 20-29: Average -- likely a solo agent with limited marketing budget and reach.
- ☐ Below 20: Weak -- consider other options before committing.

Additional Notes

Quick-Reference Interview Checklist

Before you sign a listing agreement, confirm you can check off every item below. If an agent cannot satisfy most of these points, keep interviewing.

- ☐ Agent explained a specific, unique marketing system (not just 'I work hard')
- ☐ Agent provided real sales volume numbers for the past 12 months
- ☐ Agent showed a written marketing plan with specific actions and timelines
- ☐ Agent demonstrated buyer reach using data, analytics, or a buyer database
- ☐ Agent includes professional floor plans with exact measurements on every listing
- ☐ Agent offers a narrated online showing (not just photos or a basic video tour)
- ☐ Agent's marketing conveys true room colours, layout, and feel to online buyers
- ☐ Agent provides weekly reports with page visits, time on page, and return visits
- ☐ Agent has a team so showings happen even when the lead agent is busy
- ☐ Agent syndicates listings to multiple platforms beyond just the MLS
- ☐ Agent has a dedicated syndication or SEO specialist on the team
- ☐ Agent's commission is justified by the quality and reach of their marketing plan
- ☐ Agent answered all 10 questions without deflecting or giving vague responses
- ☐ Agent did not pressure you to sign immediately

Ready to Interview an Agent Who Has the Answers?

Call or Text Kevin Flaherty: 226-270-6433

Free Home Evaluation: flaherty.ca/homeeval

See the Full Marketing System: flaherty.ca/sellers