

# THE GREEN BOOK CHECKLIST –

## Finding the right real estate agent





## Checklist: Finding the right real estate agent

1. How long have you been working as a real estate agent?	Notes:
2. What is your average listing-to-sale ratio?	Notes:
3. How many active listings do you have at the moment?	Notes:
4. Which suburbs/areas do you specialise in?	Notes:
5. What is the average time it takes you/your agency to make a sale between signing up a listing and securing a buyer?	Notes:
6. What methods do you use for marketing and advertising properties?	Notes:

<p><b>7.</b> Do you maintain a database of qualified buyers and sellers?</p>	<p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p> <p>Notes:</p>
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<p><b>8.</b> How much do you charge for advertising and marketing campaigns?</p>	<p>Notes:</p>
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<p><b>9.</b> What are your total fees and commissions?</p>	<p>Notes:</p>
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<p><b>10.</b> Do you conduct open homes yourself or do you appoint a representative?</p>	<p>Notes:</p>
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<p><b>11.</b> What is your preferred method of communication with clients during a sales campaign - i.e. will you provide weekly updates via email, phone etc.?</p>	<p>Notes:</p>
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<b>12.</b> What separates you from your competitors?	Notes:
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<b>13.</b> Are you a member of any industry organisations? If so, which ones?	<input type="checkbox"/> Yes <input type="checkbox"/> No Notes:
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<b>14.</b> Can you provide testimonials or referrals?	<input type="checkbox"/> Yes <input type="checkbox"/> No Notes:
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Additional comments
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