

CHOOSING AN AGENT CHECKLIST



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Real estate agents are experts in selling properties. Here are our tips to help you choose the right agent for your property.

- 1 Talk to family and friends**
It is worth asking family, friends and neighbours who've sold property recently about their experiences and recommendations.
- 2 Understand your online advertising options**
Research shows 87% of people search for properties to buy on the internet[^]. Make sure you understand the different online advertising options available – for example, using an eBrochure or Highlight Property can help you to attract more buyers.
- 3 Check who has sold properties in your area**
Taking note of which agents have sold properties will give you a good indication of which agents are doing well in your local area. You can find this out by visiting the 'Sold Prices' tab on [realestate.com.au](https://www.realestate.com.au)
- 4 Visit agents to check their professionalism**
Ask to see examples of flyers and advertising they have produced for properties like yours.
- 5 Develop a short list of preferred agents**
Narrow down your list to two or three agents and ask them for a valuation. The highest valuation is not necessarily the best, as an over-priced house may not sell.
- 6 Discuss advertising options**
When you meet with your short list of agents, ask them how they recommend advertising your property – this will influence the number of potential buyers who see your property.
- 7 Check the small print**
Once you've selected your agent, check the terms of the appointment; it's your responsibility to know what you've agreed to before signing anything legally binding.
- 8 Avoid choosing an agent based only on their commission rate**
An agent who provides the lowest commission rate won't necessarily provide you with the best service or achieve the best result for your property. Consider the agent's experience, local area knowledge and the quality of their proposed advertising schedule – to be confident that your property is seen by the largest number of potential buyers to maximise the selling price.
- 9 Ask questions**
Make sure that you are comfortable with the selling process and if you are unsure, or don't know – ask!
- 10 Ask for feedback**
Your agent should keep you updated throughout the sales process. If you advertise on [realestate.com.au](https://www.realestate.com.au) ask your agent to register you to receive a weekly vendor report by email – so that you can see how many times your property has been viewed.