

Real Estate Broker Interview Worksheet

Firm

- How large is your firm (city, county, state, country and globally)?
- What are your firm's core values and beliefs?
- Where is your Principal Broker located?
- Does your firm charge anything besides commission?
⇒ If so, what does it go to and why.
- Do you have a charitable donation as part of your firm?

Agent

- How long have you been licensee for?
- What is your area of specialty?
- What is your listing to sales success rate?
- What areas do you serve?
- Do you work weekends?
- How often do you keep in contact with your clients while a property is listed on the market?
- How often do you provide updated market analysis reports?
- How often do you review real estate trends?
- Do you text and receive email via cell?

Marketing

- How do you market to other real estate brokers?
- What do you do for print marketing?
- How do you take photos of your listings?
- Do you use social media?
- Do you have a YouTube account?
- Do you advertise online with targeted marketing?
- Do you have your own website?
⇒ If so, what makes your website different than other Realtors?
- Do you use AdWords?
- Do you control your SEO (Search Engine Optimization)?
- Do you make Virtual Tours/Video Tours?
- Do you do open houses?
- Do you send out listing postcards?
- Do you do aerial photography?
- Do you do virtual staging?
- Do you advertise in a magazine?
⇒ Are they available to the public and where?

Real Estate Broker Interview Worksheet Defined

Firm

The Real Estate Brokers firm is the beginning of understanding and getting a clear picture of the brokers identity. Firms are our individual families and, like all families, vary in size, structure, values and strength.

The size of the firm is relative, not only in the individual city but also as a whole. Buyers come from everywhere. It is important therefore to be associated with a firm with not only a local standing and recognition but a state and global one as well. How close, or far, the Real Estate Brokers Principal Broker is might be of importance to you since if any problems were to arise, the Principal Broker is the one that you would need to contact. **Some firms charge sellers a fee IN ADDITION TO COMMISSION. As the seller, find out if they do so up front, and what that extra fee that you pay for goes towards.** The most important factor though of the firm is what its core values are. The values and beliefs of the firm mirror those of the real estate broker.

Agent

Depending how long an agent has been licensed for will also reflect on their area of specialty and/or what their “listings to sold ratio” is. **A listing to sold ratio is a percentage rate of how many listings the real estate agent has that have actually sold during their listing period.** For example, if Broker Jones has had 10 listing and 8 of them have sold then Jones has a listing to sold ratio of 80%.

The other items are important to finding out how often a broker is in contact with their sellers and what forms of communication they prefer and use. The seller needs to be kept in communication with during the listing period, even if there has been little to no activity. The real estate market is ever changing and what happens in it directly affects properties currently on the market. If a property was listed at \$350,000 and the identical neighbors house sold two weeks into the listing contract at \$275,000 that is directly affecting the sale of the listed property and needs to be discussed.

Marketing

MARKETING IS KEY! Long gone are the days when a real estate professional could stick a sign in the yard, input the information in the Multiple Listing Service and wait for either another broker to show and sell it or for a buyer to stumble across it on Zillow. The statistics from the National Association of Realtors for the amount of buyer who search online for a home to buy for 2016 was 91%!

The importance of marketing begins with the pictures and video that the agent uses. Do they use a cell phone, a point-and-shoot digital camera or a camera with a wide angle lens and flash allowing for best visual of interior rooms? After they have images and video of the property, do they make a virtual tour and then what do they do with it? YouTube acts as its own separate search engine, with its own keywords and description for optimization.

Does the agent use social media and if so what ones and what do they post and do? Do they use target advertising?

In other words, do they have the knowledge and experience of how to create an ad of a property for sale targeting people who are in the area while the ad is running and are in the market of purchasing a property of that like kind?

Other than the firm's individual agent websites, does the real estate broker have their own separate website, one in which that they control their Search Engine Optimization and can advertise on Google through AdWords.

Aerial photography is becoming essential to listing properties, mainly those in which one image will not fit in the property as a whole (river properties, lakefront, ranches, estates, etc). Also virtual staging on vacant homes are more pleasing to the eye than four empty white walls.

Print can also be beneficial to a listing. Sending out postcards to neighbors within a radius alerts them that a property is for sale near them, in case they might have a family or friend wanting to move to the area. **Magazine publications specifically for real estate are highly useable in areas which are heavy in traffic and tourism.**

Finding out what a real estate brokers marketing strategy is will give you a clear picture as to how hard and how much they are willing to work to get your property sold.

