

# Bay East Consumer Guide

## 10 Questions to Ask a Seller's Agent

Find the right partner before you list your home

### Start with the Basics

Ask your prospective agent:

- Are you a REALTOR®?
- What services do you provide?
- Are you familiar with my local market?

 REALTORS® follow a Code of Ethics and are committed to protecting your best interests throughout the selling process.

### Ask About Their Strategy

A great listing agent should clearly explain:

- ✓ How they determined your suggested list price
- ✓ How they'll market your home
- ✓ Their experience selling homes like yours

Understanding their strategy helps you make an informed decision.

### Prepare for Success

Your agent should help you understand:

- How to prepare your home before listing
- Which repairs or improvements may add value
- How they'll qualify potential buyers
- Whether pre-approval letters will be required with offers



*"The right questions lead to the right partnership."*

### Understand the Marketing Plan

Ask how your home will be promoted, including:

- MLS exposure
- Professional photography
- Online marketing
- Social media
- Open houses and private showings

### We're Here to Help

A Bay East REALTOR® can help you:

- ✓ Navigate the selling process
- ✓ Develop a personalized marketing strategy
- ✓ Price your home competitively