

HOW TO CHOOSE A REAL ESTATE AGENT





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PART 1

CHECK OUT YOUR LOCAL MARKET

You probably already know of a few agents around your town or region. Whether it's through signage, advertising or word-of-mouth, some names will certainly be familiar. But there may also be plenty of agents who aren't yet on your radar, and it's important to include them in your search for the right salesperson to sell your property.

Cast the net wide for the first round, to see if there is anyone that could be a good fit that you weren't aware of.

Focus on the right experts for the type of property you're selling. Research and identify those who have relevant experience so you can get the right specialist whether you're

selling a lifestyle, rural or residential property. These are all quite separate markets with their own nuances, for example - rural properties can have commercial considerations and lifestyle and provincial property can vary in size and price point considerably. So, you want someone who has a successful track record in selling similar properties.

You could search online and also ask for recommendations from friends or neighbours. The Real Estate Authority (REA) Find an Agent website is also a helpful resource.

PART 2

CREATE A SHORTLIST

A great way to create a shortlist of potential agents with the right sales background is to research each company's website - here you'll find their individual profiles, recent sales and testimonials from previous clients.

Then it's recommended that you choose three or four to meet with and move on to the next stage. You'll want to evaluate their local market knowledge (selling a lifestyle or rural property requires in-depth knowledge of the local market conditions and the unique features and benefits of the area).

You will also be looking to assess the agents' understanding of the specific location, including nearby amenities, schools, recreational activities, and any zoning or regulatory considerations that may affect the property.





PART 3

MEETING WITH POTENTIAL AGENTS

Once you have your shortlist, it's a good idea to meet and interview potential agents in person. This will give you an opportunity to discuss your property and get a better handle on their suitability.

Pay attention to their communication style, professionalism, and willingness to listen and understand your goals. You also want to understand their capabilities when it comes to utilising appropriate marketing techniques such as professional photography, virtual tours, social media, and online platforms that attract potential buyers interested properties like yours.

You should also have a list of questions to ask them, including:

- Their experience in the real estate industry, and their knowledge of local markets.
- Recent property sales in the area, and how they achieved those results, as well as average sell times.
- What is typically included in a marketing plan for listings (and what you can expect from real estate marketing costs in New Zealand).
- How they would position and highlight the lifestyle or rural aspects of your property.
- What method of sale would they recommend for your property, and why (listing price, price range or auction).

PART 4

COMPARING AGENTS AND CONTRACTS

While commission rates shouldn't be a make-or-break for each agent, it's an important part of the decision-making process. Just be wary as it's rarely about comparing real estate agent fees against each other, as the lowest sales commission rate may not always offer you the best option.

Check all the details of the contract (Agency Agreement), such as its terms, conditions, duration and whether there are any additional expenses involved. You can always involve a lawyer to review it before signing, particularly if there are any clauses or conditions that you find unclear or concerning.



PART 5

REQUEST REFERRALS AND TESTIMONIALS

Don't hesitate to ask potential agents for references or past client testimonials - specifically related to your kind of property if possible.

You may also wish to contact these references (if you have permission to do so) to gain insights into their experiences working with the salesperson and the salesperson's effectiveness in marketing and selling similar properties.





PART 6

MAKING THE FINAL DECISION

While you must make sure to dot all your 'i's' and cross all your 't's' with the formalities of the process, it's also important to trust your instincts. You need to choose a salesperson that you feel comfortable with, and who you feel has understood what you're looking to achieve from the sale of your property.

Remember, selling real estate in different locations requires a specialised approach, and finding the right salesperson who understands the unique aspects of such properties can greatly increase your chances of a successful sale.

Selling your property can be a stressful process. Which is why it's important for you to feel comfortable and confident in your salesperson's ability to be the best salesperson for the job.



BONUS PRINT-OUT Q&A SHEET

Print out this question sheet and use it when meeting with your shortlist of agents!

What do you know about this neighbourhood/location - current sales and buyers?

What recent sales have you made in the area and do you have testimonials or references from those people?

What is included in your marketing plan and will it cost extra? How do those activities help achieve results?

What kind of buyer do you think will be most interested in my property?

How would you position and highlight my property to ensure it appeals to buyers?

What method of sale do you recommend for our property and why would that be the best option?

Is there anything you would recommend I do to prepare my home for sale? And if so, what impact would it have?

What do you think would be the most challenging part of selling my property?

What sets you apart from other agents in this area?

What are your commission rates and are there extra costs I need to know about?

We hope this guide has helped you find the right real estate agent for your property!

If you think you'd like to work with us, all you need to do is request a [free property appraisal](#) which will connect you with a local salesperson who can come to wherever you are.

Our network of [agents](#) live in the same communities they serve, meaning you have access to a homegrown expert, who not only lives locally - but deeply understands the uniqueness of your property and its location.