

Tips for selecting a Buyers' Agent

Smart buyers will interview potential Buyer's Agents before deciding to hire. The interview should be short and direct and should focus on four key areas.

1. The agents' skill, knowledge, and expertise.

Here you want to find out experience, how long have you been in business? If you are relatively new to real estate what were you doing before and can I get referrals? How many buyers have you represented in the last 12 months? What is your average list price to sales price ratio or in other words how much discount have you been able to negotiate on average for your buyers. In a Buyer's Market your agent should be capable of negotiating a minimum of 2-3% price reduction from List Price to Sales Price. How many homes have you purchased / sold in the area that I am looking to buy? Always request references and check out the references. Ask for a purchase plan strategy that spells out how and where the agent will search to find your new house, how long it should take to find it?

2. The Agents, integrity and loyalty to you the buyer.

Here you want to have the Realtor® to agree that as it applies to you the buyer the Realtor® will either have a Single Agency Only relationship with you and that the Realtor® will review with you the buyer California Association of Realtors (C.A.R. Form AD) "Disclosure Regarding Real Estate Agency Relationships", prior to requesting that you enter into any Buyer Broker Agreement. You should request and the Realtor® should present to you evidence that he/she is an active member in good standing of the National Association of Realtors.

3. The agent's enthusiasm and availability.

The skills and traits that are ranked high by buyers are honesty and integrity, communications, negotiation skills, analytical skills, availability, friendliness, and understanding under difficult circumstances.

4. The agent's compatibility with you.

No matter how skillful or how knowledgeable if you don't like your Realtor® you are not going to be happy with the results. Take your time, ask for references, spend time with the Realtor®, ask questions and request a formal written proposal of how he/she proposes to locate and get you your new home.