



# 5 Questions You *Must* Ask Before Hiring a Realtor to Sell Your Home

The Realtor you choose has a huge impact on the success of your sale. How do you choose from the thousands of Realtors® in your area? It can be overwhelming! Too many sellers make this decision far too quickly. Your property is worth hundreds of thousands of dollars! Isn't it worth an investment of your time to make sure your real estate investment gets the treatment it deserves?

Here are some of the most important questions to ask prospective listing agents. We've provided you with answers from our team at Schmidt to help you out. We'd be honored to be interviewed by you and to answer any other questions you may have.

1

**Does your Listing Agreement automatically come with an Easy Exit Guarantee?**

*Yes! All our clients, buyers and sellers alike, are given our Easy Exit Guarantee. It simply states that you may cancel your listing with us at any time. No strings attached.*

2

**What are your actual results? What was your average time to sell your listings (Days On Market) last year and how do your results compare to the average for the REALTORS® Association of Edmonton? What is your Sales Price to List Price ratio?**

*Our listings sold 47% faster than the average Edmonton Area MLS® listing. Our average time to sell our listings for 2016 was just 30 days vs. the REALTORS® Association of Edmonton average of 57. Our average Sales Price to List Price Ratio for the same period of time was 97.6%.*

3

**What percentage of your business comes from your past clients, referrals and sphere of influence?**

*Over 89% for 2016! These are people who know, like and trust us already. We'd love to earn your trust as well!*

4

**How will you ensure that I am well taken care of if you're not available? What's your system for this?**

*Our team system is unique and our clients tell us it serves them better than anything else they've experienced in real estate! The Realtors at SCHMIDT work closely together to ensure you receive seamless service. Should your primary Realtor be unavailable, they will appoint a team member to look after your needs. Because we all work with the same proven systems and with our Admin Team handling so many details, the service you receive remains at the high level you deserve! This system benefits everyone as our Realtors are able to give time to their families and take a day off while knowing that you are in the best of hands with a trusted colleague. When an offer comes in, you can count on having a Realtor representing you who is ready with their A-Game!*

5

**Why should I hire you over your competition?**

*Why hire SCHMIDT? Because our collaborative team approach and proven marketing system have brought hundreds of sellers the results that you seek\*. Because we will deliver on our promises. And because we care more about your success than anything else and have signed our Easy Exit agreement to prove it.*



# More Questions You Should Ask To Personalize Your Search for a Listing Agent

6

**How will inquiries about my home be handled? How quickly will calls be returned to buyers?**

*All inquiries about your home come directly to the team at SCHMIDT. You will not have to field calls from Realtors or buyers. Calls received during office hours are paged out to Realtors on our team who are standing by to handle inquiries within minutes. This system is managed by our office staff who are on-site weekdays from 9am to 9pm and weekends from 9am to 5pm. Afterhours, a paging service sends a message directly to a team member who is ready and waiting to assist interested buyers and Realtors.*

7

**How will showings be booked at my home? How will I hear what they thought about my property?**

*Showings are all booked through our office. We will always know who is coming into your home and we want to manage those calls for you. We will always call you to make sure the requested time is convenient for you. Because we book every showing through our office, we will always know who is viewing your home. We automatically follow up with every Realtor who brings a buyer to your home to find out what they thought. You will receive an email when the Realtor replies, as well as your Realtor. And should you prefer not to receive those emails, your Realtor will gather the information for you and report back to you in the way that you prefer.*

8

**Does your office have the ability to text me directly without going through you or phoning me?**

*Yes! Our office staff can definitely text you directly if you prefer that to a phone call. Our clients often prefer this method to be notified of a showing request.*

9

**How will I be kept informed of market conditions affecting my sale?**

*You will be automatically notified of all new listings which could be competition for your home as well as sales of properties similar to yours. And the latest market news is always available to you on our blog!*

10

**How, and how often, will you contact me to report on feedback from buyers and Realtors? How will I be kept informed about the progress of the sale of my home?**

*Your Realtor will contact you weekly to interpret the activity and feedback from the market about your property and to answer any questions you may have. We will also want to check on your supply of property brochures and find out how you are feeling about the process so far.*



*"We have used Schmidt Realty Group several times and have always found them fast, efficient, effective and most of all honest and straightforward. It is this practical approach that we most appreciate. They are knowledgeable, experienced and have always given us sound advice."*

*~ Christine & Gregory Forth*

11

**Do you use a professional home stager and professional photographer?**

*Yes! Our stager is not only a professional; she holds a university degree in interior design! And our photographer apprenticed in Japan with a master photographer!*

12

**Will you provide virtual staging if my property is vacant?**

*Yes! The results will amaze you!*

13

**What is your social media reach?**

*Our social media reach is over 39,000 and growing! And we share our new listings with that group weekly!*

14

**Will you create a unique website just for my home?**

*Yes we will! Each property listed by SCHMIDT has its own website in addition to our brokerage website. Your home deserves it!*

15

**Does your website have a “Chat” facility to engage with buyers online in real time?**

*Yes! During office hours an online customer can speak with someone at our office immediately.*

16

**Do you have a physical office where I can meet you and deliver documents? What hours is it open?**

*Yes! Our office is conveniently located just off Whitemud Drive at 4736-99 Street and there is parking at the door.*



*“Your outfit is excellent. It works fast and gets results. I always felt the three people I dealt with had my interest at heart. Just the best!!!”*

*~ Peter Antonelli*

*“Selling our home of 26 years was a life-altering decision – the stress we experienced was very much minimized by having a Realtor that we could trust – thanks you!! There was also an exceptional Schmidt team supporting our Realtor and we found the staff in each and every interaction positive and professional.”*

*~ Kathy James Fairbairn*

17

**What special awards or recognition have you or your brokerage achieved?**

*Our Broker, Kathy Schmidt, was awarded REALTOR® of the Year for 2011 and was named one of Edmonton's Top 100 Women in Business.*

18

**Are you formally accredited with the Better Business Bureau of Edmonton?**

*Yes! Our broker, Kathy Schmidt, is actually a member of the Board of Directors for the BBB of Edmonton.*

19

**What are your company's core values?**

*Our core values are Authenticity, Respect, and Trust. Together they form the basis for all that we do as we practice 'The ART of Real Estate.'*

20

**Do you have client testimonials available for me today?**

*Yes! We've included some here and you can read more online on our website.*



*"From day one to the final SOLD day, I could not have asked for anything more than the staff I had at Schmidt. From great looking pictures of my condo, to messages from the ladies in the office of visitation guests, to the final SOLD message from my agent...it could not have been more pleasant. I will recommend Schmidt Realty to anyone ready to sell. It makes life a lot easier."*

*~ Sherry Ropp*

*"There are times and situations where you can figure things out on your own and do okay. There are other times when you really do need the services of a professional and in particular a real estate agent. My Realtor did an excellent job keeping me in the loop in terms of the overall process and what to expect. She was very patient with all of my questions and all the different scenarios that I inquired about. Having gone through selling a property the first time, I now know the value of working with a true professional and I'm thankful for all that was done by my Realtor and the Schmidt Realty Group."*

*~ Jay Paradis*

***When you work with Schmidt there's never any pressure and no obligation.***

[Contact us](#) to request a complimentary consultation!  
Call 780.437.2030 or email us at [info@WeSellEdmonton.com](mailto:info@WeSellEdmonton.com)  
[WeSellEdmonton.com](http://WeSellEdmonton.com) [Facebook.com/SchmidtRealtyGroup/](https://Facebook.com/SchmidtRealtyGroup/)