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Five Things to Look for in a Selling Agent

- 1. Professionalism:** They show up on time, are prepared and presentable for the listing appointment.
- 2. Market Expertise:** A good selling agent can should be able to educate you on the average number of days it takes for a home to sell in your area. A great selling agent can thoroughly explain the market analysis that accompanies their listing presentation. The real estate market may have changed dramatically since you purchased your home. Can the prospective agent speak to what you should expect as a seller throughout the process?
- 3. Technology:** Listing a home on the local Multiple Listing Service is the *bare minimum* technology a selling agent should have at their disposal. Look for companies that have an online presence and offer additional marketing strategies to help your home to get the quality exposure it deserves.
- 4. Availability:** An agent should provide weekly status updates and be available to answer the many questions that arise throughout the process.
- 5. Trust your gut:** If the agent does not make you feel comfortable with either their services or their presentation, trust your power of discernment. You will be working closely with this agent and entrusting them with what is likely one of your largest investments. Make sure they are someone you are comfortable interacting with.