



Before listing your property with another firm, it's crucial to ask the right questions to ensure you're making an informed decision. Here are the top 20 questions to consider:

	Mossy Oak Properties Land and Farms Realty	Other Firms
<b>Experience and Credentials</b>		
How long have you been in the real estate business?		
Are you a fully licensed real estate agent or a provisional broker? Circle one.	Broker / PV	Broker / PV
Are you a full-time or part-time real estate agent? Circle one.	FT / PT	FT / PT
Can you provide references from past clients?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are you a member of the National Association of Realtors, and do you follow a code of ethics?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are you a member of a local board of realtors?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Local Market Knowledge</b>		
How many buyers and/or sellers have you represented in this specific county or area?		
Can you provide recent sales data for comparable properties in the area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Marketing Strategies</b>		
Will you develop a customized marketing strategy for selling a property like mine?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
How many followers do you have on your facebook page?		
What is the primary website used to market your listings?	<a href="http://landandfarmsrealty.com">landandfarmsrealty.com</a>	<input type="checkbox"/>
How many aggregator websites do you advertise on?		
<b>Listing Price and Strategy</b>		
What is your recommended listing price for my property?		
What is your track record for selling properties at or near the listing price?	____ %	____ %
Can you provide a detailed market analysis and CMA to support your recommended listing price?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Commission and Fees</b>		
What is your commission rate?	____ %	____ %
Are there any additional fees? Circle one.	Yes / No	Yes / No
<b>Communication and Availability</b>		
Will you provide monthly updates on the status of my listing?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
What is the best way to reach you? Circle one.	Phone / Email	Phone / Email
What is your usual response time?	____ minutes	____ minutes
<b>Market Trends and Conditions</b>		
Will you provide me with current market trends in our area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Will you notify me if changing market trends could impact the sale of my property?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Negotiation Skills</b>		
Can you provide examples of successful negotiations you've handled in the past?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Legal and Contractual Knowledge</b>		

Are you familiar with the local real estate laws and regulations?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Will you explain the listing contract, sales contract and other legal documents I'll need to sign?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Can you explain what Dual Agency and Designated Agency is?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Presentation and preparation of my property</b>		
Can you offer suggestions for staging and preparing my property for showings?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you have a network of professional contacts, such as home inspectors, appraisers, and attorneys?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Timeframe and Expectations</b>		
What is your current average Days On Market (DOM)?	_____ DOM	_____ DOM
Will you help manage my expectations during the selling process?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Cancellation Policy</b>		
Are there fees associated if I decide to cancel the listing agreement early?	<input type="checkbox"/>	<input type="checkbox"/>
<b>References and Testimonials</b>		
Can you provide references from past clients who have sold properties similar to mine?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Potential Buyers and Marketing Target</b>		
Do you have a specific buyer profile in mind for my property?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you have a pool of potential buyers who are interested in properties like mine?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Online Presence and Technology Use</b>		
Which Multiple Listing Service (MLS) system will my property be listed in?		
Do all of your listings go onto an MLS system and feed to Zillow and <a href="https://www.realtor.com">Realtor.com</a> ?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Feedback and Showing Reports</b>		
Will you gather feedback from potential buyers and their agents after showings?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Will you update me on this feedback?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Contingency Plans</b>		
Will you provide me with a plan if my property does not sell within the expected timeframe?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Team and Support</b>		
Will you be my primary point of contact?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you have an local administrative staff to assist you?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you have a team of local agents available to assist you?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Potential Issues or Concerns</b>		
Are there any potential issues or challenges you foresee with selling my property?	<input type="checkbox"/>	<input type="checkbox"/>
Are those potential issues outlined in the provided Comparative Market Analysis (CMA)?	<input type="checkbox"/>	<input type="checkbox"/>

Remember to take notes during the conversation and trust your instincts. The answers provided by the other firms will give you a good sense of their experience, approach, and suitability for selling your property.

**Other available downloads for sellers:**

- Land & Farms Presentation Package 2023
- Working with Real Estate Agents Pamphlet
- NAR Code of Ethics
- Sample Exclusive Right to Sell Contract
- Sample Offer to Purchase Contract - Vacant Land
- Sample Offer to Purchase -Residential
- Sample Residential Property and Owners' Association Disclosure Statement
- Q&A on Home Inspections Pamphlet
- Lead Paint Pamphlet
- Sample MOP Vacant Land Disclosure Statement
- Sample Mineral Oil and Gas Rights Disclosure
- Sample Professional Services Disclosure and Election