

MICHAEL EDLEN

How I Would Select A Real Estate Agent To Sell My Home

By Michael Edlen



I would begin by thinking of it as an employment process, since I would be comparing different agents to hire for the job. I would keep in mind that the sale or purchase of my largest financial asset is involved, so the decision warrants my being very thorough in the interview/selection process. I would give as much attention and time as I would in selecting a doctor or attorney for a special medical or legal situation.

First, I would develop a list of two or three well-researched candidates to interview. These may come from various sources such as people I know whose opinion I respect, or ones with some local presence.

Next, I would visit each candidate's personal website and note how easy it is to navigate and if the content seems current. I would see if they have any special or upgraded presence on various sites, such as Realtor.com, for their listings.

I would also prepare a list of questions to ask all of them, and begin asking them with my first phone call. As a seller, these would include:

- What is your track record and marketing sales success for the last two years?
- What preparations do you recommend before putting a home on the market?
- How do you propose marketing a house and what ads will be guaranteed?
- Do you use a pricing strategy?
- Do you provide staff or team support?

That initial call may help to eliminate a candidate before taking the time to actually meet. In addition, I might drop by the office of the remaining candidates to see how their work environment feels. I would be watchful for evidence of good systems in place and a generally positive atmosphere.

I also might see how prompt they are in returning phone calls and emails. I would request to have any information they have available that I could review before scheduling an appointment. By going over their "pre-listing" materials, I may be able to narrow the field down more.

I would have any remaining candidates meet me at my home. During this visit I would:

- Get a feeling for how much the agent seems to care about me and my best interests.
- Notice how detail-minded they are in their tour of my home and in taking notes.
- See if they ask good questions and offer a consultative approach.
- Try to sense if I would feel comfortable with their style, and confident in their representing me well.
- Get a thorough explanation with many examples of how they would market my home.
- Get their initial opinion of what my home might sell for now and if they have any pricing strategy to suggest.
- Find out what their usual commission is and how it is distributed.

I would then hire my best choice, giving them at least a three-month initial employment period. I would also cooperate fully in helping get my property ready for marketing and be flexible in accommodating showings whenever practical.

I feel confident that in following these steps to interview and select an agent to represent me, I would be very satisfied with the results.

WWW.MICHALEDLEN.COM

In Support of the PPJWC

As the leading real estate agent in the Palisades for more than 20 years, Michael Edlen chose to work in the field of real estate so that he could provide the highest level of service to people looking to buy or sell property. He and his team of licensed agents (some who have been with him for 15 years) pride themselves on making their clients a priority. They feel communication, honesty and integrity are of the utmost importance when it comes to their relationship with their clients. Perhaps that is why Michael has sold more properties than any other agent in the Palisades, with more than 950 transactions and sales over \$1 billion! "We take our job very seriously, and make it as fun as possible at the same time," says Michael.

With a strong belief that giving back is crucial to the process of life, Michael has been a consistent supporter of the PPJWC for more than 10 years. He not only gives a donation for the annual Home Tour, but has made a generous offer to members of the JWC, as well as the community in general. Here is Michael's commitment:

Michael Edlen will contribute approx. 5% of his net commission on any sale/purchase when Michael Edlen represents a PPJWC member or referral from a PPJWC member. Just mention the affiliation to Michael at the time you engage his unparalleled services, and he will gladly write a check to the PPJWC at the close of escrow! It's that easy...and it is Michael's pleasure.