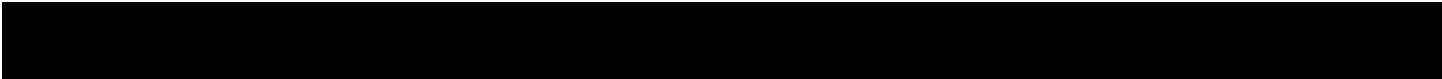


Gwen Herbert's

12 Questions You Should Ask Before Hiring Any Real Estate Agent

• • • • • • • • • •

*Here Are 12 Powerful And Insightful
Questions You Should Ask A Real Estate
Agent Before You Sign Anything...*



Here Are 12 Powerful and Insightful Questions You Should Ask A Real Estate Agent *BEFORE* You Sign Anything!

Dear Consumer,

If you're in the market to sell your home, OR purchase a home, there's something you should know.

Real Estate Agents Are NOT All The Same!

Your decision to place your home for sale involves more than simply running an ad, holding a few open houses, and waiting for the sales proceeds check. And your decision to buy a home clearly involves more than looking at two or three homes, making an offer, and moving in.

Hiring the wrong agent can mean the difference between making or losing money, selling or buying quickly...or taking a long time, a trouble-free transaction, or a living nightmare.

Unless you have experience interviewing people (and real estate agents in particular), you won't always know what questions to ask. Further, you won't always know what answer will best suit your needs for buying or selling. So here's a list of 12 important and insightful questions you should ask ANY Real estate agent **BEFORE** you sign anything.

Question #1: How Long Have You Been Practicing Real Estate?

This question will reveal more than just years practicing. You want to delve down into the number of transactions, average price range, specialized areas and types of homes they've purchased or sold. You also want to know how productive they've been in each year in practice.

Some agents in business less than five years may have more experience than other agents in business 10 years or more! You want to know how many brokers they've worked for, and what kind of experience they have that will apply directly to your real estate situation.

Question #2: What Qualifications Do You Have To Sell Real Estate?

This question looks for their overall commitment and dedication to building his/her personal skills. If they're not willing to commit to improving themselves, they may not commit to your needs and satisfaction either.

First, look at their overall education. Did they go to college? Do they have any Realtor or professional designations? How often do they invest in improving their skills and keeping up with technology and other industry trends?

Experience should also carry over to negotiating and financial skills. And don't forget the ancillary experience required for real estate.

Question #3: Tell Me About Your Personal Real Estate Operation?

This is an open-ended question designed to get your Real estate agent talking about his or her business. You want to know how much they've invested into their business as it relates to giving you competent and quality service. For example, do they have an assistant to take home inquiries when they're not in the office? Do they have a pager, cellular phone, email, and other methods for reaching them? Do they have a private office either with the broker or are they on their own? (This is a telltale sign of a top producing agent.)

Here's what you're looking for: The more an agent invests into his or her own success, office, and systems, the more he/she will be able to commit to you.

Question #4: Can You Give Me A List Of Client References To Call?

An agent who doesn't accumulate a list of satisfied references either doesn't do much business, or isn't providing the kind of service or follow-through you need. References don't always need to be past clients. Get professional references as well: bankers, mortgage lenders, appraisers, attorneys, etc.

Question #5: Do You Have A Formal And Written Marketing Plan For Selling Homes?

This question applies more to sellers than buyers. Your agent's marketing plan needs to be extensive – not just holding open houses, entering your home on MLS, or running classified ads.

The key to selling a home is CONSISTENCY. Your home must be consistently marketed to those people capable of buying. This cannot be accomplished if an agent doesn't have a diversified arsenal of marketing strategies. Look for special ideas, consistency, and persistence in his or her marketing plan.

Question #6: What Systems Do You Have For Tracking The Home Market (Buyers)/ or Tracking My Home Listing (Sellers) On A Regular Basis?

This is a very important question. If you're a buyer, you want to know his or her competence in understanding values of certain areas. They also need systems to keep you continually up-to-date with opportunities in the market. You want them to have

more than “*access to Multiple Listing Service.*” How often do they actually preview homes in your price range or desired area? How often do they talk to neighbors or participate with other activities in those areas?

If you’re a seller, you want to price your home correctly, and be regularly updated with important buyer activity. How many calls did you get on your home this week? What marketing strategies did you use? How many home visits from other agents did you have (and what were their comments)? How many people visited your open house?

If an agent does not have specific systems for measuring and reporting these items, perhaps you should consider someone else.

Question #7: Do You Guarantee Your Performance?

Some agents will give you a blank stare at this question. If they do, you might want to consider taking your business elsewhere. Why? Because you need to know if your interests are aligned. Is your agent willing to stake his or her successful outcome with yours?

Why shouldn’t your agent also guarantee his/her performance?

Smart agents guarantee their services for two reasons: 1) They’re confident they can perform for you because of their experience, commitment, and work ethic; and 2) It’s smart marketing for an agent to guarantee his/her services. If you buy a television, it’s guaranteed. If you buy a car, it’s guaranteed. These days, nearly everyone must offer a guarantee to help stimulate a sale. Agents on the cutting edge of marketing guarantee their services.

Question #8: Can You Refer Me To A Reputable Mortgage Lender, Banker, Appraiser, or Real Estate Lawyer?

This question reveals how active the agent is, and how well connected they are professionally. At some point in the buying or selling process, you will need the services of a reputable, competent lender, appraiser, title company, etc. If your agent is active, committed, and diligent with their practice, he or she will be able to give you a few names of each right on the spot.

Question #9: What Percentage Of Your Business Comes By Referral?

Here’s the “*\$64,000 question!*” Competent, well-known agents get a large part of their business from satisfied past clients and members of their sphere of influence.

If an agent gets less than 25% of new business through referrals, it may be because: 1) The quality of service they offer is not up to standard (hence, people don’t feel compelled to refer to them after a transaction); 2) They lack the marketing experience or skills required to market for referrals (which means they may not bring strong skills to your transaction); or 3) They don’t cultivate contacts in their business (which means they won’t have many people to speak with about your home).

Clearly, the best way past clients show their gratitude for outstanding service is by referring their family, friends, and associates.

Question #10: How Many People Do You Speak With Each Day About Real Estate?

This question will tell you how connected an agent is, and how active they'll "talk-up" your home to buyers, or find a home for you by talking to other agents. Hopefully, your agent talks to at least 40 people a day about real estate. If not, they may not be very active.

Question #11: Do You Personally Spend Money Advertising Your Services Or Homes For Sale?

This question pertains more to listings, but it's also a question a buyer should ask to determine an agent's commitment to invest in the successful outcome of their client. There are two situations to identify here:

1) Agents who are very busy and who produce a lot of income for their broker will frequently receive advertising allowances from their broker. If your agent receives allowances, that's generally a good sign.

2) However, if an agent is not as busy, OR if their broker does not have an ad allowance for top producers, you want to learn their commitment to "put their money where their mouth is" when it comes to marketing your home.

You should also ask to see samples of ads they write for homes they list, and for their own services. Do the ads appeal to you? Would they make you act? If not, don't expect their marketing of your home to be any better.

Question #12: Will You Personally Handle Contract Negotiations For Us?

Surprisingly, many agents simply submit or receive offers, and act as a conduit between you and the buyer (or seller). That's not good enough. You want an agent who has reasonable negotiation skills. You want an agent who's committed to your interests.

They'll need to represent you to other agents and buyers/sellers. It's a good idea to follow-up the above question by investigating specifically HOW their negotiation skills saved other clients money, hassles, or help a deal come together.

There Are "Real Estate Agents"...
And Then There Are Committed Professionals.
Which One Do YOU Want Representing Your Interests?

The answers to the above questions should give you a good feel for the commitment and competency of the Real estate agent you're thinking about using. Remember, all agents are not the same!

Over the past years, I have recognized this fact, which is why I wrote this special report, and structured my practice to give the most competent service possible.

- I am a full-time REALTOR®. I am well-educated. I have a complete resume for your review, and make it a priority to educate YOU on every aspect of your transaction.
- I have a list of references, past clients, and professional associations whom you can call at any time to discuss the quality of service I have provided to other people just like YOU.
- I have developed an EXCLUSIVE 28 Step marketing plan that is unequalled by anyone in the business. I do this because my dedication to selling your home is also unsurpassed. There's no other way I can live up to that expectation without extraordinary marketing capabilities.
- I have specifically designed marketing tracking systems for every home I sell. I also have specific update systems so you are fully aware of ALL activity and progress updates on your home on a weekly basis. You will never feel out of touch with me!
- I have a toll FREE voice messaging hotline so you can call me ANYTIME – 24 hours a day. No more phone tag. You can call while your question or concern is fresh in your mind and leave a detailed message. I'll research answers and call you back -- faithfully -- within 24 hours.
- I guarantee everything I do! If you're not happy with me, you may fire me. This places the burden of risk to perform on ME, not you.
- I have aligned my business with a Brokerage with six offices in San Diego County and nearly 200 Sales Associates – each working with a client base of potential buyers for your home.
- I have references for reliable title companies, escrow companies, financing sources many agents are clueless about, insurance companies, inspectors, attorneys, and others directly relating to your transaction. If you choose to use any of them, you won't be dealing with arbitrary people. These are professionals I have used personally in other transactions.
- Most importantly: I generate a majority of my clients through referrals alone. I do very little traditional marketing. Instead, I focus 110% of my efforts into providing such outstanding service, my clients are inclined to refer my services to family, friends, and acquaintances.

On the surface, it may seem there are many Realtors from which to choose. But just because there are many Realtors out there doesn't mean they can all do the same job for you.

**I'm Not Saying These Things To Impress You,
But Impress UPON You The Difference Between A
Real Estate Agent, And A Competent, Dedicated Professional**

Buying and selling real estate can be tricky business. And selecting the wrong agent can cost you a lot of money, headaches, and wasted time. That's why I have enclosed two coupons for you to TRY my services, RISK FREE, to see...

- How much money I can save you on your next transaction.
- How I can reduce your time to sell your existing home, or locate a great home at the right price.
- How I can help refer you to competent real estate services: special loan packages, title and escrow services, appraisers, and more.
- How I can make your sale or purchase problem FREE!

All you have to do is locate one of the coupons applicable to you (buying or selling), and call me at the phone number on the coupon.

But Please Don't Wait!

You'll notice I placed an expiration date on the attached coupons. I did this for a very good reason. I enjoy working with clients, and sometimes my practice gets booked up fast. In order to make sure I have undivided time for you, I need to hear from you immediately so there are no conflicts in scheduling our meeting.

Plus, I know there's a natural tendency to procrastinate—to put off important decisions. But the more you procrastinate, the more pressure ultimately rests with you.

By Not Acting Now, You Could Open Yourself To Losing Thousands Of Dollars

So call now at **760-751-1857**, and I'll immediately arrange a convenient time to meet, and share with you my exclusive buyer and seller programs.

Sincerely,

Gwen Herbert, MBA
SRES®, Realtor®

Direct: 760-751-1857

24-hour Toll FREE Hotline: 1-877-667-1641

Fax: 760-751-9544

Email: GwenHerbert@cox.net

Website: www.GwenHerbert.com

P.S. Knowing the right questions to ask any agent can save you an enormous amount of money, time, and hassles. And clearly, not all agents are the same! That's also why I enclosed the buyer and seller coupons with this report. So when you're finished reading this report and reviewing the attached coupons, give me a call at 760-751-1857 to schedule a Free, no obligation review of how I can save you time, money, and hassles on your next real estate transaction. I look forward to hearing from you!

Sell Your Home For TOP DOLLAR, And Get A FREE Seller's Home Warranty...

Maximum Home Value Audit
COUPON

The bearer of this coupon is entitled to receive a Free, No Obligation *Maximum Home Value Audit*. Your audit will include:

- A complete, fact filled, easy to understand valuation of your home.
- I'll tour your home to identify items that could negatively affect your selling price. Many of my findings could bring as much as \$10 in extra sales price for every \$1 you invest.
- Reveal to you my exclusive *28 Step Home Marketing Plan* designed to sell your home for every penny it's worth, in YOUR time frame, and with the least pressure and hassles!
- A RESULTS Guarantee of my services.

- **SPECIAL BONUS:** There's no obligation whatsoever, but if we end up working together, I'll provide a **FREE SELLER'S HOME WARRANTY** for the life of your listing to protect you against major home repair emergencies that could jeopardize a successful sale and cost you thousands. You'll feel confident and rest easier while selling your home!

But don't delay, this coupon expires _____.

Gwen Herbert
Realty Experts/J & P Financial, Inc.
To schedule your ***Maximum Home Value Audit***
call my Toll FREE hotline at **1-877-667-1641** and enter **ID# 2510**.
Call any time, 24 hours a day.

Find Your Perfect Home At The Right Price, Save Thousands When Buying, Locate Affordable Financing, And Get A \$500 CREDIT TOWARDS YOUR NON-RECURRING CLOSING COSTS!

Exclusive Preferred Buyer Program

The bearer of this offer is entitled to receive the services of my Exclusive Preferred Buyers Program. This program includes:

- Free Subscription to my “Home Locator” Program. I’ll create a custom search model based on your personal home needs. Then enter you into my Home Search System where my special computer software will sift through the market each night to find the perfect home to meet your needs and wants – including hidden bargains and new listings before anyone else.
- Evaluate the value of your chosen home so you buy the most home for your dollar.
- Negotiate the best possible deal for you so you avoid costly traps and pitfalls.
- Help you locate the most affordable financing in the market and for your situation.
- Coordinate all inspections, appraisals, escrow and title services, with the very best firms, so you can feel confident and focus on other important tasks during your move.
- **FREE BONUS: \$500 CREDIT TOWARDS CLOSING COSTS.** If you call before the expiration date, and I represent you as your Buyer’s Agent, I’ll credit you up to \$500 towards your non-recurring closing costs at close of escrow.

This offer expires: _____

**Gwen Herbert
Realty Executives**

To enroll in my Exclusive *Preferred Buyer Program*
call my Toll **FREE** Hotline at **1-877-667-1641** and enter ID# **2173**.

Call any time, 24 hours a day!