

**DREAM**  
HOMES & ESTATES

[iDREAMINTERNATIONAL.COM](http://iDREAMINTERNATIONAL.COM)

# QUESTIONS

TO ASK WHEN INTERVIEWING REAL ESTATE AGENTS

**W**e know that you may take a first glance at this free guide and go, wow! There sure are a lot of questions to ask before choosing a pro to sell my property. Finding the right partner can be challenging, though working with the right professional is essential for your success when selling real estate. Below are questions you're encouraged to pick and choose from and to consider inquiring about. Don't settle until all questions you have selected are satisfactorily answered and know that we are here for you every step of the way.

*" Learn from yesterday,  
live for today,  
hope for tomorrow.  
The important thing is  
not to stop questioning. "*

EINSTEIN

## 1 CAN I SEE YOUR REAL ESTATE LICENSE?

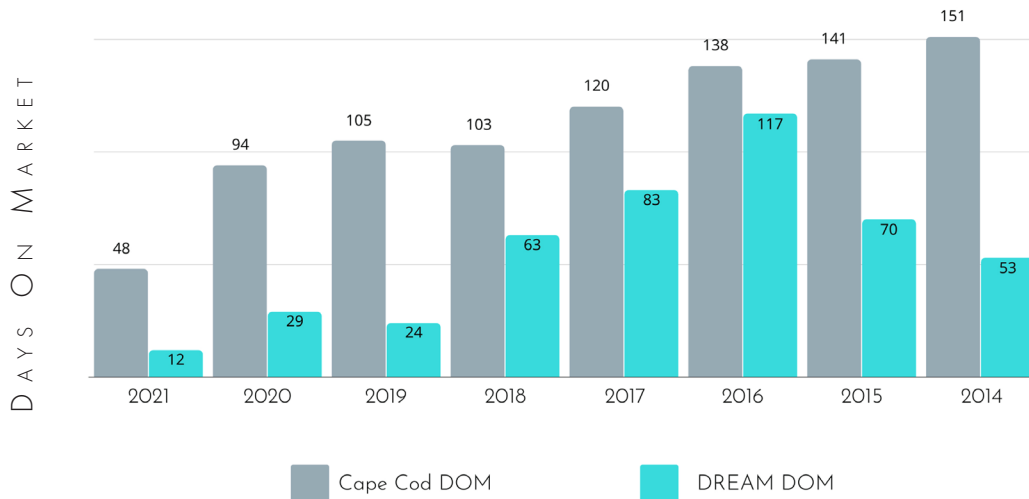
Always ensure you're working with a trained, accredited professional. Every listing agent should be prepared to deliver proof of their license to sell in your area. If they can't deliver it, move on to the next one!

## 2 CAN YOU PASS ALONG A LIST OF REFERRALS?

Like a license, every agent should arrive at a meeting with references. If they do not, ask for them! At DREAM, we give access to our testimonials, many of which are through video! You can always find ours at our home page on the DREAM website. Just wait till you hear [what our clients are saying](#). Remember, if the agent you are considering can't connect you with a few past clients that can attest to their level of credibility and service, watch out!

### 3 WHAT ARE YOUR LISTINGS' AVERAGE DAYS ON MARKET?

Ask to see how long their listings sit before selling, compare the days on market to other agents' numbers as well as market statistics. This is the only way to ensure you are properly informed. Here at DREAM in 2021, the average number of days on market for our listings was 12, while during the same time period, other listings on the Cape & Islands MLS were selling in 48 days on average. Just imagine selling your property in a quarter of the market's time! We are proud to share this information because we have developed a proven model that improves the property you are selling to attract more buyers! And our numbers are backing it up! If the number you are receiving from the agent you're interviewing is oddly high, ask for their explanation. If they can't attest as to why their numbers are so out of the ordinary, and have a reason that makes sense, find another agent.

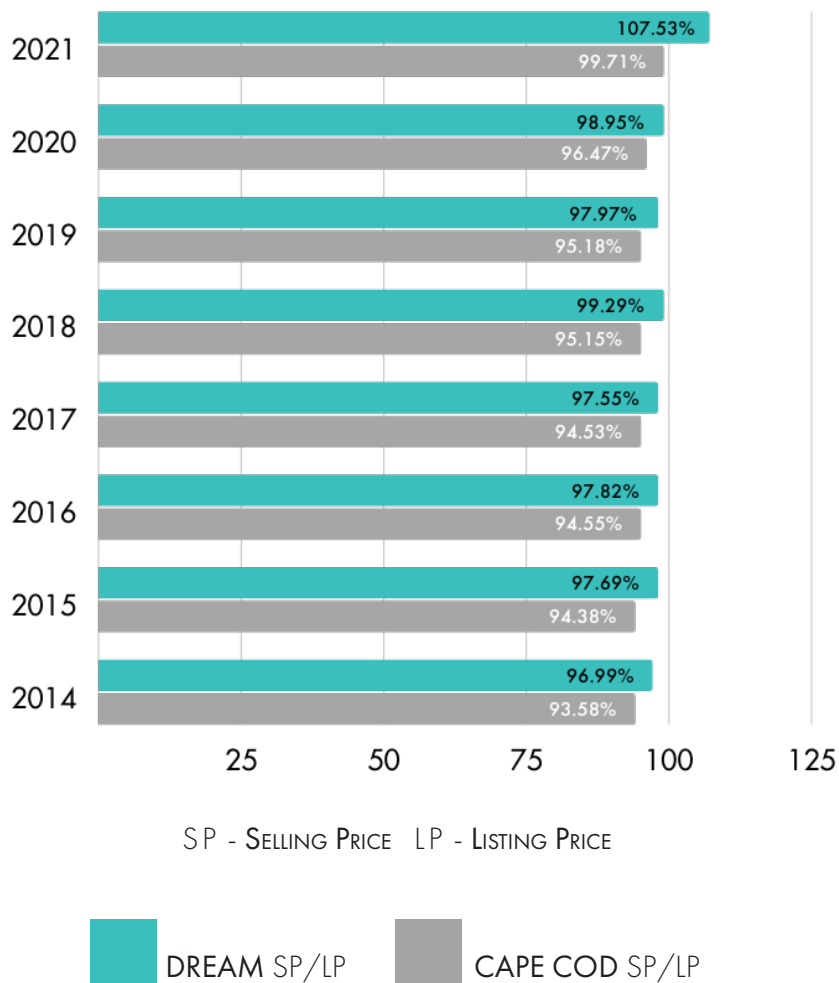


 DREAM DAYS ON MARKET

 CAPE COD DAYS ON MARKET

## 4 WHAT IS YOUR LIST-TO-SALE PRICE RATIO?

An agent can share with you the prices at which a property is listed, but it is even more important to see how that compares to the prices the properties are selling for nearest you. Request specific details about why they believe in their opinion of the listing price and look at their track record, regardless of location. When working with sellers here at DREAM, historically our selling price (SP) average ranged from 97% to 99% of the listing price (LP), while the market was varying between 93% and 96%. In 2021, due to the inventory changes and the consistent improvement of our DREAM Model, we achieved the incomparable mark of 107% list-to-sale price ratio for all our listings, on average, while the market was in the 99% percentile.



**5** **HAVE YOU SOLD PROPERTY'S IN THIS NEIGHBORHOOD?**  
Often seen as one of the most important questions to ask, sellers think that because an agent sells a lot in their area, they are the best connection to get the job done. But is this true? To sell a property, agents are accustomed to selling the area, the market, and the product. But is that what the buyer ultimately buys? When they see a property, do they care about what they buy or why they buy it?

This is the key differentiator of our DREAM Agents. They don't just know the market, they understand marketing! Buyers that meet with our agents can immediately tell the difference because we don't compare apples to oranges just because they are in the same basket, just as we don't compare a property that may be around the corner from yours but is far from offering comparable lifestyle features to the buyer. That makes a big difference, and we use this to our advantage when helping you get the most money for the sale of your property.

In today's world, the choices you make now can significantly impact the price range that you can target, and this is why hiring the right partner can dramatically alter the strategies used to target the one willing to pay the most money for your property. Backed by our in-house marketing agency DREAM International, our agents are supported by marketing strategists and allied businesses to offer a first-class level of service you won't find elsewhere. Our motto is: Together we achieve more for you... and we sure do!

## 6 HOW LONG HAVE YOU BEEN A REAL ESTATE AGENT?

Be cautious of new agents, especially those with only a couple of years in the field and/or a part-time job. The listing game requires mastery, especially if netting the most money is important to you, and when it comes to high-end properties or properties that are extremely unique, having a pro in your corner is essential to your success. A certain level of expertise is required to increase the odds the sale will yield the best results for you. With this said, it's not meant to be an end to a great opportunity, or to be considered a real deal-breaker, especially if the agent has stellar reviews, enthusiasm, and a passion for service.

## 7 ARE YOU A PART-TIME OR FULL-TIME AGENT?

Be far more cautious if an agent is part-time. Selling your property needs to be a full-time job. How would you feel if you knew that a buyer was waiting for a response from your agent all day, and didn't get one until after your agent's 5pm job came to an end? Buyers want an answer in minutes upon calling; therefore, our entire DREAM Team is trained to know the answers to the question's buyers ask ahead of time & many of them are already answered right on the listings' website. Our systems empower our entire team to have the answers buyers are seeking one click away.

*" Satisfaction lies in the effort, not in the attainment, full effort is full victory. "*

MAHATMA GANDHI

## 8 HOW MANY SELLERS ARE YOU CURRENTLY REPRESENTING?

Focus is also a concern if selling your property in a timely manner is important to you. Many agents you will be interviewing are juggling several listings. Here at DREAM, we only allow 10 active listings at a time, to be in the hands of any single agent and/or transaction manager. Upon asking agents this question, you will be surprised to discover that many agents take pride in handling 20 to 50 listings, all at the same time. They often handle each and every single listing activity, often without a marketing manager and a transaction team in place to assist, leaving very little time for attention to details. Here at DREAM, we not only have all of the above, we also bring to you the benefits of a call center trained to assist you with many services, including providing proper follow-up and attend to buyers' inquiries in a timely manner. The reality is simple: how could an agent focus on that many listings at a time, when there are so many details for each property? Don't want to get lost in the shuffle? At DREAM, we ensure you always win with our team approach. Our opinion is that bigger isn't always better unless you're talking about focus, on you and the sale of your property. The bigger the focus is on getting your property sold, the better the results will be for you.

## 9 WHAT'S THE RATIO OF BUYERS AND SELLERS YOU REPRESENT?

Listing agents need to be experienced in listings, period. If history shows far more experience on the buying side than the selling side, it's not essentially a deal-breaker, but it's fair to say some complications are likely to arise. Be comfortable with an agent's answers to the complex questions you will find here. Working with buyers could be introduced to you as a benefit, to have a network of eager buyers available, however, this can also be a huge distraction for your agent. The power is in the focus applied to selling your property. Ask great questions, measure the agents' level of confidence when responding, and listen to your gut feeling when deciding. You can tell when someone is genuine in their approach and care about helping you win.



# 10 WILL I BE WORKING WITH YOU DIRECTLY OR YOUR TEAM?

There's nothing more frustrating than getting incredibly comfortable with an agent you choose to work with and then seeing someone new show up the minute your property gets listed for sale. Therefore, get educated on how the agent or team you are interviewing handles the process of selling your property, from start to finish. Here at DREAM, we absolutely love to work as a team because we get to do more of what we love to do and see that our efforts lead to a big win for you. We provide each team member with focus time to work on their most important activities, and as we cover for one another, you are constantly able to reach our team while experiencing the benefits that come from working with people whose strengths are aligned with their work, and their primary goal is to help you succeed.

You are welcome to communicate directly with our team members and the directors of each department if you can't reach your agent right away, whether calling the transaction department, the client care services, our property management division, or our design team. Our goal is to continue improving each day, thanks to your feedback and the opportunity to service your real estate needs and beyond. We give you access to every director, right on our website, all while having your agent as the main point of contact. Don't allow your property to be another nameless, faceless listing. When you power up with the DREAM Team, you will know what it's like to be the single priority that matters most to your agent & our team.

*" The truth is that teamwork is at the heart of great achievement "*

JOHN C. MAXWELL

## 11 HOW DO YOU PLAN TO MARKET THE PROPERTY?

Every agent should enter this partnership with a plan, no exception. Did they come prepared? Do they have a plan of action? Is it different and fresh in perspective? Or does it sound like the same old place sign in the yard and pray for the buyer to come approach? Our marketing is custom for each listing, as no two listings are exactly alike. We focus on highlighting the lifestyle a buyer would live. We work with a great team of interior & creative designers, target marketing specialists, agents, and other service providers to create and implement unique marketing plans for each listing we sell.

## 12 DO YOU HAVE XYZ IN YOUR NETWORK?

Experienced listing agents should, at a minimum, be able to recommend the following: a lawyer specializing in real estate, a mortgage advisor, a handyman, a stager, an interior designer, cleaners, and moving companies. Part of the benefit of working with a real estate professional is access to their vast connections in a timely manner.

*" Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities. "*

MICHELE JENNAE

## 13 HOW DO YOUR REALTOR® FEES WORK?

No surprises are often seen as good news, especially when it comes to selling a property. Be sure to understand how to pay your agent ahead of time. Typically listing agents work under split commissions, not always in even splits. When the seller pays a listing agent, for example, a 6% commission, that agent will split a portion of that with the agent who procures the buyer. Fees are usually negotiable based on the level of responsibilities of the agent and bonuses can also be negotiated.

## 14 WHAT'S THE BEST WAY TO CONTACT YOU?

Your agent should never be out of touch, within reason! If they are away, make sure there is a plan in place for backup. Ask the agent, what is your plan to be available to answer my questions while you are away? Be wary of answers that don't add up, such as "I am never away", "I am always working", "I don't take vacations", etc. We all know that no one was built to work 24 hours a day, 7 days a week. If you did that for an entire week, and then did it again, can you imagine how you would feel? An offer for your property can happen any day, at any time. Who will be there for you when your agent is not?

Here at DREAM, this is one of the main reasons that we chose to take on the team approach. We believe in balance, and the focus that comes from a rested mind and spirit, and vacations, to a certain extent, are great – they empower your agent to work better and smarter for you. We just want to make sure you are supported while your agent is away. Ask us more about how we are spreading our DREAM results everywhere we go!

*" Alone we can do little;  
together we can  
do so much. "*

HELLEN KELLER

**15 WILL I GET A WRITTEN COMPARATIVE MARKET ANALYSIS?**  
A CMA, also known as Comparative Market Analysis, is the 1st step most agents take when it comes to determining the fair market value of your property. An agent can assist in establishing it, and to do so, they will likely do so by examining the neighborhood, studying prices at which similar properties sold, as well as looking up properties that are listed for sale and have recently gone under agreement, is a start to covering the basics. Here at DREAM, the goal when conducting thorough research of your property's potential value is to establish an educated opinion of what buyers are likely willing to pay by taking into account the lifestyle your property provides in comparison to other listings. This is one of the main reasons why our listings are known to sell for a premium price, which is often a result of having attracted the right buyer. Ask us how we can do this for you! By the way, most agents will give you a digital or printed copy of their research, known as the CMA report, upon request.

**16 WHAT PRICE WILL SELL THIS PROPERTY?**  
An experienced agent should tell it like it is. If you've followed the first 15 questions and chosen someone you can trust, now's the time to get a listing agreement signed and listen to the professional you have chosen. They can assist you with small decisions that can lead to more money in your pocket. You are encouraged to implement the recommendations you find helpful to inspire the best possible results when getting your property SOLD. Get your property ready to make the right first impression. It will pay off!

**17 WHAT DO YOU BELIEVE WILL SELL THIS PROPERTY?**  
We believe this is the second most important question to ask the professional you hired to represent you. When it's a trusted advisor, this should be easy advice to follow, even if it may be hard to hear at first — i.e., a change of color, a remodel, removing all family photos, putting away items, a new roof, painting over a beloved artwork on the wall, etc.

## 18 HOW CAN WE BEST WORK TOGETHER TO SELL THIS PROPERTY?

The agent-seller relationship is a partnership. It is best to choose someone you who either came to you highly recommended or whom you can tell has your best interest at heart. Ask us how we can help. Together, teamwork makes the DREAM work.

*" Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results. "*

ANDREW CARNEGIE

## 19 WHAT CAN I DO TO GET READY FOR SHOWINGS?

Selling a property can sometimes be a full-time job for sellers. Just thinking about having to keep a property spic and span for showings, answering all the buyers' questions, and dealing with inspection concerns, can give you a headache. Here at DREAM, our listings sell much faster, because we do 80% of the work upfront. Our goal is to make the ongoing process easier for you and your family. We invest more time upfront getting your property ready, walking you through every detail, from start to finish, and pointing out what will likely come up later. This is proven to diminish stress & keep everyone moving forward while cutting the selling time by more than half the markets' average, while netting you more money.

**20** **DO I NEED PROFESSIONAL STAGERS FOR MY PROPERTY?**  
Here at DREAM, we offer in-house staging and work with interior designers and experts with custom solutions to your property's staging needs. Best of all, we don't ask you to pay for any out-of-pocket staging expenses and you get to keep all the proceeds that result from it. Staged homes are guaranteed to sell for more money, and you get to keep all the rewards. An experienced agent will produce a plan to wow buyers during showings. They should come up with a detailed marketing plan to highlight your property at its best and give you some ideas about how the property should look.

**21** **WHAT SHOULD I ALREADY BE PACKING UP?**  
Preparing your property for sale and then showing it to potential buyers will almost always include the sellers removing personal items from the property, whether a professional stager is involved or not. Ask what your agent believes should go — the clutter of children's toys, the wall full of family photographs, the bed from a room that will be staged as an office — and get a great head start on packing for the move.

**22** **WHAT ARE MY CLOSING COSTS?**  
Be prepared for the upfront costs' sellers may need to incur. The total costs will depend on the sellers' decisions, the buyer's offer, and inspection items raised as a concern. An experienced listing agent should be able to estimate the money sellers need upfront. They can include attorney & title fees, inspection items, broker commission, appraisal fees, any renovations or upgrades you decide to make and more.

# WANT **MORE** ANSWERS?

---

## HERE ARE SOME ESSENTIALS YOU NEED

### ASK QUESTIONS AFTER YOU'VE CHOSEN YOUR REAL ESTATE PRO

Now's the time to get your property ready for sale, but it's not time to stop asking questions. Stay involved in the process, particularly at that first meeting with an agent/team after selecting who to work with. At this point, your agent should be the one asking the questions but stay in the loop by coming to the table with your own, especially if you are left wondering how the process will work from start to finish.

### UNDERSTAND THE SELLING PROCESS START TO END

For property-selling novices, the process can seem long and complicated. Feel comfortable understanding the key points along the way — preparing the property, showings, how to manage offers, inspections, what is most likely to happen post-accepting an offer, timelines, etc. Your agent should make you comfortable every step along the way, though always expect the unexpected if the right conversations don't take place at the right time.