

**REAL ESTATE AGENT CHECKLIST**

Agent's Company Name: \_\_\_\_\_

Agent's Name: \_\_\_\_\_

	YES	NO
Agent has the REALTOR® designation	_____	_____
Is a CRS – Certified Residential specialist	_____	_____
Is part of the regional Multiple Listing System	_____	_____
Is computer proficient regarding real estate related tools	_____	_____
Has embraced the current technology to create effective marketing plan	_____	_____
Has a personal Web presence that is easy to navigate and content-driven	_____	_____
Has a written business plan aimed at serving customers and clients	_____	_____
Has a written marketing plan for listings	_____	_____
Has a written plan for helping buyers	_____	_____
Has written professional credentials; a resume'	_____	_____
Can provide up-to-date statistics for personal sales production	_____	_____
Offers a Home Warranty program for during listing and after closing	_____	_____
Is affiliated with a referral network	_____	_____
Is a member of the local Chamber of Commerce	_____	_____
Has a strong local image – active in the community in my community	_____	_____
Has a solid sales success record in my community	_____	_____
Can provide a written record of listings and sales in my community	_____	_____
Has a positive reputation for success in my community	_____	_____
Has a personal, salaried support staff	_____	_____
Is a full time agent...real estate IS their day job	_____	_____
Can show you their record of list price v. sales price, Days on the market, etc	_____	_____
Has been awarded achievement and production awards	_____	_____
Has done a well-researched written market review for purpose of pricing	_____	_____

Has completed a written estimate of all costs associated with the closing \_\_\_\_\_

Has inquired as to liens and encumbrances on the property being bought/sold \_\_\_\_\_

Will provide a review of what you can expect during the transaction process \_\_\_\_\_

DO I BELIEVE THAT THIS AGENT IS THE BEST AGENT IN THE BUSINESS TO  
WORK FOR ME? \_\_\_\_\_

Seller Notice: I did not include two questions: Who charges the Least? AND – Who estimated the highest price for the property I'm selling. I recommend you choose your agent based upon the criterion above NOT on the ones who bids the highest and charges the least!

REMEMBER: Every company is only as good as the person sitting across the table from you asking for your business. The best agent is the agent who fits your requirements and needs and is able to show you he/she cares about you. Thorough investigation can make the difference of thousands of dollars.

**Verna Acker**  
Professional Real Estate Services

There is No Substitute for Experience  
[verna@vernacker.com](mailto:verna@vernacker.com) • 262-534-7400

Equal Housing Lender REALTOR® CRS Graduate REALTOR Institute REALTOR® SRES SFR SHORT SALES & FORECLOSURE RESOURCE