

Seven Red Flags To Watch For

Signs an agent is not ready to compete at championship level. Know what to look for before anyone walks through your door.

Most sellers only discover their agent was the wrong choice after 60 days on market and two price cuts. These seven red flags are visible before you sign. Watch for them in the interview.

RED FLAG 1

They cannot tell you their list-to-sale ratio.

A championship agent knows this number instantly. It is one of the most important metrics in their business. If they hesitate, look it up on their phone, or give you a vague range, they are not tracking their performance. Agents who do not track their performance cannot improve it.

RED FLAG 2

They suggest a listing price before seeing comparable sales.

Any agent who gives you a price in the first five minutes of the conversation is guessing. Championship agents study your market before making a pricing recommendation. A high suggested price is often a tactic to win your listing, not to sell your home.

RED FLAG 3

Their marketing plan is generic.

If their answer to how they will market your home sounds like it could apply to any home in any city, it probably can. Championship agents present specific strategies for your property, your price range, and your neighborhood.

RED FLAG 4

They cannot provide recent seller references.

References from buyers, old clients, or colleagues do not count. You want three sellers they represented in your price range in the last six months. If they cannot produce this, ask why.

RED FLAG 5

They are too agreeable.

An agent who agrees with everything you say is not advising you. They are selling to you. Championship agents will respectfully disagree when they believe your pricing or timeline expectations are not aligned with the market. That honesty protects your equity.

RED FLAG 6

They cannot explain what happens after day 30 if the home has not sold.

Average agents hope for the best and react when things go wrong. Championship agents have a specific plan for every scenario. If their answer to this question is a price reduction, find a better agent.

RED FLAG 7

They make the conversation about themselves, not your home.

Awards, years in the business, and office rankings are not irrelevant, but they are not what sells your home. A championship agent spends most of the interview asking questions about your property, your timeline, and your goals. If the agent talks more than you, that is a red flag.

WHAT TO DO IF YOU SEE A RED FLAG

One red flag is a caution. Two red flags is a pattern. Three or more red flags means this agent should not win your playoff. The value of running three interviews is that you have a basis for comparison. An average agent looks very different when a championship agent is sitting in the next time slot.