

The 15 Critical Playoff Questions

The exact questions that separate championship agents from average ones. Print this. Bring it to every interview. Ask all three agents the same questions.

WHY THESE QUESTIONS MATTER

Most sellers never ask the right questions. They rely on gut feel, referrals, and first impressions. Championship agents are distinguished by their answers to specific, data-driven questions. These 15 questions are designed to expose the difference before you sign anything.

QUESTION 1

How many homes have you sold in this ZIP code in the last 12 months?

You want someone with a proven track record in your exact market, not just your city.

QUESTION 2

What was your average list-to-sale price ratio in the last 12 months?

Top agents close at 98 to 100% of list price. Anything below 95% is a red flag.

QUESTION 3

What is your average days on market for listings similar to mine?

Championship agents move homes in 30 days or less. Extended days on market costs you money every day.

QUESTION 4

How will you price my home and why?

Listen for data-driven answers: comparable sales, price per square foot, market absorption rate. Vague answers are red flags.

QUESTION 5

What happens if my home does not sell in the first 30 days?

A championship agent has a clear plan. An average agent will suggest a price cut.

QUESTION 6

How many active listings are you currently managing?

An agent with 20 active listings may not give your home the attention it needs. Ask how they manage their time.

QUESTION 7

Who else on your team will be involved in selling my home?

Know who you are actually hiring. Some agents hand clients to assistants immediately after signing.

QUESTION 8

Walk me through your marketing plan for my specific property.

It should be specific to your home, not a generic answer. Ask about photography, online reach, and open house strategy.

QUESTION 9

How do you handle multiple offers?

A championship agent has a structured process that maximizes your final price, not just the first offer.

QUESTION 10

What is your negotiation strategy when a buyer comes in below asking price?

Look for confidence and a clear method. Hesitation here costs you money at the table.

QUESTION 11

Can you provide three references from sellers you represented in the last 6 months?

Not general references. Sellers specifically, in your price range, in the last 6 months.

QUESTION 12

What do you do differently from the other top agents in this market?

Their answer reveals self-awareness and competitive edge. Generic answers mean they do not have one.

QUESTION 13

How will you communicate with me throughout the process?

Frequency, method, and who contacts you matters. You should never have to chase your agent for updates.

QUESTION 14

What is your commission and what does it cover?

Understand exactly what services are included. Ask what is not included so there are no surprises.

QUESTION 15

If I choose you, what happens in the first 48 hours?

A championship agent has a specific answer. An average agent will say they get started right away.

HOW TO USE THIS GUIDE

Ask every agent the same questions in the same order. Score their answers using the Agent Scorecard. The differences between a championship agent and an average one will become obvious by question 4.