



## 10 QUESTIONS TO ASK WHEN CHOOSING YOUR REALTOR

Make sure you choose a Realtor who will provide you with top-notch service and meet your unique needs.

**1. Are you a Realtor?** It's hard to believe, but not all real estate sales agents are Realtors. A sales agent must be a member of the National Association of Realtors, pay annual dues and agree to a strict code of ethics.

**Mel Coker's answer:** Yes. I've been a member since 1998.

**2. How long have you been in residential real estate sales? Is it your full-time job?** Experience counts. Do you really want a part-time agent?

**Mel Coker's answer:** Full time in real estate sales since 1998.

**3. What designations do you hold?** Earning designations show a commitment to be a professional and on-going education. Less than 3% of all Realtors hold the CRS, ABR and GRI designations.

**Mel Coker's answer:** CRS (Certified Residential Specialist); ABR (Accredited Buyer's Representative); GRI (Graduate, Realtors Institute); SRES (Seniors Real Estate Specialist)

**4. How many homes did you sell last year?** With this question, you will get more of an idea about experience and success in the business.

**Mel Coker's answer:** In 2007, I sold 43 homes for a sales volume of \$7,845,086. Over the past 3 full years, I have averaged 45 property sales per year for an annual average sales volume of \$8,471,453.

**5. Will you provide a list of homes sold during the past year?** You will be able to see the price range of homes sold and areas of town that the agent sells in.

**Mel Coker's answer:** I will be happy to provide a list of my past year's property sales.

**6. What types of specific marketing systems and approaches will you use to sell my home?** Look for someone that has aggressive and innovative approaches. Buyers want someone that will respond quickly to requests.

**Mel Coker's answer:** I am very aggressive and innovative in this area. I'll provide a summary here and an information sheet with more information: a free market analysis; listed *correctly* in MLS; yard sign with brochure box; listed on numerous web sites with featured presentations at ColumbiaSouthCarolina.com, remax.com, realtor.com, realbird.com and craigslist.org; featured links in my RealtyTimes newsletter and Columbia blog; ad in Guide of Homes magazine; About This Home Brochure book and more.

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**7. If necessary, can you suggest service providers who can help me obtain a mortgage, perform inspections, make home repairs and close the transaction?**

Experienced Realtors should be able to provide competent resources for assistance in a real estate transaction.

**Mel Coker's answer:** Yes, I will be able to provide suggestions to assist you. I work with the best closing attorney, mortgage professionals and home inspection professionals (home, HVAC and termite).

**8. What is your business philosophy?** Maybe no "right" answer to this question, but the response will help you assess what's really important to the sales agent.

**Mel Coker's answer:** I'm committed to the highest level of friendly and professional service with the best technology tools.

**9. How will you keep me informed about the progress on my transaction?** Again, this is not a question with a correct answer, but how you judge the response will reflect your own answers.

**Mel Coker's answer:** I will keep you informed as necessary by phone and/or email. You may meet with me at any time and I return calls in a timely manner. For listings, I send showing follow-ups every 2 weeks.

**10. Do you have a custom website that provides marketing for your personal listings and serves as an information resource for potential relocation leads and buyers? Is the site easily found on the Internet with typical searches?**

Verify a sales agent's website(s) with your own search.

**Mel Coker's answer:** YES to all. I own a number of web sites that are highly ranked in all of the top search engines.

[www.ColumbiaSouthCarolina.com](http://www.ColumbiaSouthCarolina.com)

[www.melcoker.remax.com](http://www.melcoker.remax.com)

[www.MelCoker.com](http://www.MelCoker.com)

[www.LakeMurray-SC.com](http://www.LakeMurray-SC.com)

[www.MelCoker.blogspot.com](http://www.MelCoker.blogspot.com)

More information about Mel Coker: [www.ColumbiaSouthCarolina.com/homes/aboutus.html](http://www.ColumbiaSouthCarolina.com/homes/aboutus.html)

*Provided by:*

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