

The 20 Questions to Ask Before You Sign a Listing Agreement

Take this to every listing appointment. Write down what each agent says, then compare the pages side by side. The answers that come back in numbers are the ones worth trusting — and any question an agent will not answer in writing is the answer.

Agent _____

Brokerage _____

Date _____

PRICE

01 Based on recent **sold** comparables — not actives or pendings — what is the realistic market value?

02 What price would you recommend if the goal is to sell within 30 days?

03 How often will you review the market and recommend a price adjustment if showings or offers don't come?

04 What is your strategy if we get significant interest but no offers?

MARKETING

05 What specific marketing will you do beyond placing it on the MLS?

06 Will you actively market to other local agents and buyer's agents?

07 Will you promote it on Facebook, Instagram and other platforms?

08 Will you use targeted advertising to reach buyers **and** investors?

09 Will you hold open houses, and how often?

10 Will you contact agents who recently sold similar homes nearby?

11 Will you provide showing feedback, in writing, and how often?

12 What changes will you make if we're not getting enough traffic or showings?

PRESENTATION

- 13 Will professional photography, drone, a 3D tour and video be used — and who pays?
- 14 How will you make my home stand out against competing listings in the same price range?

OFFERS & TERMS

- 15 How do you evaluate a cash offer against a financed offer?
- 16 Will you negotiate closing costs, concessions, inspection repairs and the other terms — not just price?

FEES & THE AGREEMENT

- 17 What is your listing commission, and what is paid to the buyer's agent?
- 18 Are there any additional marketing or transaction fees I should expect?
- 19 Are there circumstances where I could owe a commission even if my home does not sell?
- 20 How long is your protection period, and what is your minimum listing term?

One more, and it matters most

What is your specific plan to get my home sold — not just listed? Ask for it as a calendar, not a promise.

Want to see all twenty already answered?

Alan R. Hernandez answers every one of these in writing — including commission, fees, protection period and how to cancel — at:

alanhernandezhouston.com/resources/houston-listing-plan/