

## QUESTIONNAIRE FOR QUALIFYING A BROKER

Find out if the person standing before you is the one who will solve your problem regarding the sale of your property!

Dear Owners, when you decide it's time to sell your personal property, you are dealing with your most valuable financial asset. This requires attention to every detail of the process. This Questionnaire will help you if you have decided to trust a professional real estate broker. This questionnaire will help you find the right person among everyone who will call you. The person you will trust!

The interview takes no more than twenty minutes, which is the least you can do to optimize the sale of your most valuable financial asset. SUCCESS!

1. Name of the broker? Company he works for.
2. When was the company created, how many brokers work under its name? – You will have information about the scale of the business the company develops, as well as a guarantee that if the broker stops working for this firm, there will be someone to talk to.
3. What attracts you the most in this business? – You will understand the broker's motivation.
4. How many properties do you offer in the area? – This will give you information about the broker's market share, as well as the number of clients passing through him.
5. How many properties are you currently working with? – This will tell you if the broker will have enough time to serve your property. If the broker works with more than twenty properties personally, it means that he already deprives some of his properties of the necessary attention.
6. How do you serve them? – You will understand the level of commitment of the broker to each of his properties.
7. On average, how many hours do you spend on a property from the beginning to the notarial finalization of the deal? - A standard deal takes about 2 weeks of the broker's time.
8. On average, how long does it take you to sell your properties? – Currently, market conditions show a period of 2 to 6 months after signing a contract with the broker.
9. What do you expect from me? – This will give you information about the level of communication you can expect from the broker, as well as the commitments you will have during the sales process.
10. What tools do you use to attract buyers for your properties? (types of advertising). What are the top five most effective ones? – You will understand how effective the broker's advertising tools are, how many they are, and how much they cover potential buyer groups.
11. Do you have an Ethical Code of Conduct that you follow? – Provides information about the organization and serious intentions of the company the broker works for.
12. If you are my broker, what happens to the client when you are not available or out of town? – This will give you information about whether only the broker, his assistant, or the entire team of the company will work on your property.
13. What would you advise me to do with the property to make it more attractive? – This will give you information about whether the broker knows the market requirements regarding the condition of the properties.
14. How would you present my property to a potential buyer? – You will understand if the broker has the skill to present the positive features and benefits that your property offers.
15. How will you and your company protect me from unreal buyers and unnecessary viewings? – You can never be sure that every person entering your home is a buyer or a malicious individual. Ask the broker how he would resolve this issue.

16. Which advertising tool sold the last three properties you worked with? – You will understand the real tools of the broker, as well as their effectiveness.
17. How often will you be in touch with me and in what way? – The goal is to receive information about the ways the property is advertised, feedback from clients and the market at maximum intervals of two weeks. It is important for the broker to provide you with information about the state of the market (sold properties in the area, new offers on the market, etc.).
18. How will you determine the price of my property? – The broker cannot determine the price of a property unless he is going to buy it directly. His task is to familiarize you with how the market works and the current market levers to help you decide on a pricing policy. Then, he should give you a forecast of the possible results of the chosen pricing policy.
19. What are my obligations to you under the contract? – Important clauses are:
- Contract term (require him to explain what necessitates the respective contract term – 3, 4, or 6 months)
  - Commission – It is important for the commission to be fixed in the contract to prevent the broker from changing it during the transaction. You wouldn't want to have disputes with someone who believes he has money to take from you;
  - Party with which you sign the contract – Require full details of the legal entity with which you sign the contract;
20. What distinguishes your company from all others on the market?
21. What distinguishes you from other brokers on the market?
- When interviewing a broker to represent you in the sale of a property, pay attention to how he/she reacts during the discussion about the property. Choose someone with whom you feel comfortable. Someone who genuinely believes, if not more than you, then at least as much as you, in the property. Someone who sees the potential of the property and would work hard to present it in the best possible way.
- Above all, pay attention to the tools the broker would use to ensure that your property reaches every potential buyer (marketing plan).

With Respect,  
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