

## 8 Questions to Ask Before Hiring an Agent

Choosing the right real estate agent could mean the difference of thousands of dollars on your biggest financial transaction. Don't rush the decision. Ask these eight questions before you commit — the answers will tell you everything you need to know.



### 1 How long have you worked this market?

An agent without deep local roots won't understand the cyclical nature of South Surrey and White Rock's market — or how to position your home within it.

### 2 What's your marketing strategy?

Ask for specifics: ad spend, media channels, digital presence, photography, virtual tours. Look for creativity and innovation — not just MLS and a yard sign.

### 3 How do you support clients through the process?

A good agent has systems at each stage. Ask who handles what, and whether specialists (mortgage, legal, staging) are available when needed.

### 4 What has your company sold in my area?

Ask for a detailed list of comparable local sales — both theirs and their brokerage's. This tells you how well they know your specific neighbourhood.

### 5 How do you approach financing guidance?

Your agent should be able to outline a financing strategy tailored to your situation, not just point you at a lender. Ask for their perspective first.

### 6 What's your ask-to-sell ratio and average days on market?

Contact the Real Estate Board for this data and compare it to the board average. Numbers don't lie — this is the most objective measure of performance.

### 7 How do you negotiate?

Ask for their philosophy and a specific example. A skilled negotiator articulates a clear, informed approach — not just 'I'll do my best.'

### 8 Can I contact your past clients?

Always ask for references — and actually call them. A few conversations with past clients will confirm (or challenge) everything the agent has told you.

See what the right agent looks like in action.

Ped Naimi and Vinod Bashir have been serving South Surrey and White Rock for years. Come with your questions — we welcome every one of them.

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