



Listing Agent Interview Checklist

A printable question guide for interviewing listing agents, including a side-by-side comparison worksheet for evaluating multiple candidates.

Name	Target Listing Date	Property Address
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How to use this checklist

Print one copy per agent you interview. Work through all questions in Section 1. Use the Comparison Worksheet in Section 3 to evaluate candidates side by side. The Decision Box at the end is where you record your final choice and reasoning.

SECTION 1 | CORE INTERVIEW QUESTIONS

QUESTION		ASKED
EXPERIENCE AND LOCAL KNOWLEDGE		
1	How many homes have you listed and sold in this specific neighborhood in the past 12 months?	<input type="checkbox"/>
2	What is your average sale-to-list price ratio for your most recent 10 listings?	<input type="checkbox"/>
3	What was your average days on market compared to the local market average over the past year?	<input type="checkbox"/>
4	How many of your listings in the past year closed without a price reduction?	<input type="checkbox"/>

5	What price range do you work in most often, and how does this property fit within that range?	<input type="checkbox"/>
PRICING STRATEGY		
6	Walk me through how you would arrive at a recommended list price for this property.	<input type="checkbox"/>
7	What comparable sales are you using, and how did you adjust for differences between those homes and mine?	<input type="checkbox"/>
8	If we disagree on price, how do you handle that conversation?	<input type="checkbox"/>
9	What is your strategy if the home does not receive offers in the first two weeks?	<input type="checkbox"/>
MARKETING PLAN		
10	Beyond the MLS listing and a lockbox, what does your marketing plan look like for this property?	<input type="checkbox"/>
11	Who handles photography, and do you use professional photographers for every listing?	<input type="checkbox"/>
12	Do you use video, 3D tours, or drone photography? Which would you recommend for this home?	<input type="checkbox"/>
13	Which platforms will this listing appear on, and how do you manage paid promotion?	<input type="checkbox"/>
14	How do you target buyer's agents who work with buyers in this price range?	<input type="checkbox"/>
COMMUNICATION AND PROCESS		
15	Who specifically will be handling showings, offers, and day-to-day communication: you or a member of your team?	<input type="checkbox"/>
16	How often will you provide updates, and what does that communication look like?	<input type="checkbox"/>
17	How do you handle showing feedback, and will you share it with me?	<input type="checkbox"/>
18	What happens if I need to reach you outside of business hours?	<input type="checkbox"/>
THIS PROPERTY SPECIFICALLY		
19	After walking through the home, what are the two or three most important preparation priorities you would recommend before listing?	<input type="checkbox"/>

20	Are there any features of this property that concern you from a marketability or pricing standpoint?	<input type="checkbox"/>
21	What type of buyer do you think this home will attract, and how will your marketing target that profile?	<input type="checkbox"/>
THE LISTING AGREEMENT		
22	What listing period are you recommending, and why?	<input type="checkbox"/>
23	What is your commission, and what does it include?	<input type="checkbox"/>
24	What happens if I want to cancel the listing agreement before expiration?	<input type="checkbox"/>
25	What specific marketing activities are you contractually committed to providing under this agreement?	<input type="checkbox"/>

SECTION 2 | NOTES DURING THE INTERVIEW

Agent Name: _____ Date: _____ Time: _____

SECTION 3 | SIDE-BY-SIDE COMPARISON WORKSHEET

Complete one column per agent after all interviews are finished. Use a consistent scale when rating.

CRITERIA	AGENT A	AGENT B	AGENT C
Agent Name			
Brokerage			
Phone / Email			
Years of experience			
Homes sold in this neighborhood (12 mo.)			
PRICING			
Recommended list price			
Sale-to-list ratio (their average)			
Avg. days on market vs. local avg.			
Price reductions in past year			
MARKETING			
Professional photography included?			
Video / 3D tour offered?			
Paid social / digital advertising?			
Commission %			
Listing period (months)			
Cancellation terms			
YOUR RATING			
Local knowledge <i>Rate 1 to 5</i>	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Pricing confidence	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

<i>Rate 1 to 5</i>			
Marketing quality <i>Rate 1 to 5</i>	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Communication style <i>Rate 1 to 5</i>	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Overall impression <i>Rate 1 to 5</i>	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
TOTAL SCORE (out of 25)	_____ / 25	_____ / 25	_____ / 25

MY DECISION	
I WILL WORK WITH:	REASON:

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