

Honesty – It is important to find an honest Real Estate agent that you feel you can trust. It is your agent who will be relaying the information to you regarding offers, important documents, and negotiations. They will also be providing opinions and advice – therefore it's critical to find an agent who is truly working in your best interest. Find an agent who will give you an honest opinion, even when you may not want to hear it, will only help you with your decisions in the long run. Honest agents always stand by their instincts and that quality is essential when it comes to making hard choices.

Supportive – Buying or selling a home can be a very overwhelming, and at times emotional experience. A good agent can provide you with good support and guidance throughout the entire process. Your agent should always take the time to be by your side at each showing, helping you see the pros and cons of each home to help you avoid costly repairs or regret down the road. A supportive agent can help you feel confident throughout the process, ultimately helping you make the right choice for you and your family for years to come.



Passionate – You want to ensure you find an agent who is always excited about the business and process. Someone who works hard because they absolutely love their business. Passionate agents will be up to date on current trends, statistics, and market developments, and enjoy sharing their knowledge with you. Buying or selling a home doesn't need to be a negative experience. With an experienced, passionate agent, you are highly likely to have a positive, enjoyable experience.



Punctual – First impressions count and if your agent is always super late for your appointments, it will probably leave a bad taste in your mouth. An agent who always makes the effort to be on time for appointments, showings and more is an agent who cares for your needs. Not only does punctuality affect your personal interactions, it impacts the relationships your potential agent has with fellow Real Estate professionals. Punctuality is a good trait in any trade and therefore it's no different in Real Estate.



Strong Listening Skills – It's important to ensure that your Real Estate agent takes the time to listen to you when you speak and always takes your needs and wants into consideration. Remember, your hired agent will be representing you in most likely your largest investment, so ensuring they hear what you need and want is key. Having an agent who takes the time to understand your must not's and must haves, reaches out when they see a property that ticks your boxes and doesn't overwhelm your conversations is critical in both the buying and selling process.

Good Referrals - While many buyer's and sellers don't take the time to look into referrals from past clients, we highly recommend taking some time to look into the feedback available online. Most agents come to first appointments equipped with referrals and references from past clients as well, so you should have plenty of opportunity to look into this. If your agent was referred to you by a family member or friend, take the time to ask them their honest opinion.



Experienced – While experience is not everything, it is always an asset that you should take into consideration when interviewing agents. A good agent should be able to provide you with examples of buying and selling experiences that they have dealt with. It's also important to find out if they have good, strong relationships with other industry professionals like fellow Realtors, home inspectors, lawyers, etc.



Listing and Buyer's Plan - Whether you are buying or selling, ensuring your agent has a good strategy and plan is essential. They should also be able to communicate what sets them apart from other agents in the area. Look into their top competitors, see what your agent offers that they may not. A good agent will bring a solid listing or buying plan to your initial meeting. This will be a reference to show you how they will work to sell your home for top dollar or score you a great purchase price.



Online Presence – With the ability to research just about anything at our fingertips, take the time to evaluate your potential agents online. Look into their social media and websites, check out their profiles on local boards and read their online reviews. If you can view current or past listings and sales, take a look at what they offer as this will help provide you with an idea of what you can expect if you choose to work with them.

Tech Savvy – Agents can utilize many forms of technology to assist both buyers and sellers, and good agents will always take advantage of this. Look into your agents current MLS listings on both their websites and social media. Most buyer's start their searches online so taking the time to view your agent's online strengths is important. Good agents utilize all tools available to them – these tools and systems help develop efficiencies and show that your agent works to stay current and engaged.



Looks at the Data – It's important to speak with agents who back up their suggestions and opinions with hard, accurate data. An agent who knows the market will always benefit you and your investment in the long run. Don't be afraid to ask the hard questions and test your potential agents' knowledge. An agent who takes the time to understand the data and make decisions based off it, is an agent who aims to know the market inside and out.



Strong Negotiation Skills – Bringing strong negotiation skills to the table is key in being a successful agent. Understanding when to make offers and counteroffers, and how low or high to come in at requires an exceptionally good understanding of both sides of the buying equation. On the listing side, knowing how to correctly price a listing is definitely an art form that can help prep the stage for a timely sale with skillful and successful negotiation.



Network – An agent who brings a strong, valuable network to the table for both buyer's and seller's is important. Having a good network will allow your agent to provide you with tried and tested vendors who can help you beyond your purchase and sale. An agent who takes the time to align themselves with local industry experts, leaders and service providers is a good indication of the standard of quality and support that they aim to provide to their clients.

Local Market Knowledge – A good local agent should also be an area expert. They should know all the ins and outs about the local market and speak to it with confidence. Between providing information about average sale prices, upcoming area changes, what the parks and schools nearby are, and more is essential in being a local agent. Take the time to ask your agent these questions and don't be afraid to do your own research based on their answers.



Good Connection – You'll be spending plenty of time working with your agent, so make sure the relationship feels right. A decent agent will want to build a strong, trustworthy connection with you as well. Remember, while experience and skills are valuable, an agent who understands your needs and wants and assists you positively in whatever your real estate goals are, is worth their weight!

