

## ***HOW TO CHOOSE THE RIGHT AGENT TO MARKET YOUR PROPERTY.***

*Future sellers should consider the following checklist when interviewing agents.*

- SALES PRODUCTION:** How many homes has the prospective agent sold?
  
- PROFESSIONAL DESIGNATIONS:** How many professional designations has the prospective agent earned? All of the agents at Tony Hall & Associates have professional designations earned by completing the education requirements and/or by achieving a larger sales volume.
  
- PRICING:** Is the prospective agent willing to overprice your property? Never select an agent based on the asking price they suggest for your house. Sometimes agents suggest an artificially “high” asking price in order to get the listing, in hopes that the seller will reduce it when it doesn’t sell. Statistics show that a home listed at the right price to start with closes for more money in less time.
  
- TRACK RECORD:** Does the prospective listing agency have a proven track record? The agency should have statistics to show you historical information such as: average days on the market, average listed to sold price ratio, average sales price, etc. Tony Hall & Associates’ statistics are:

### **JANUARY 1 TO DECEMBER 31, 2007**

	<u>Tony Hall &amp; Associates</u>	<u>Multiple Listing Service</u>
Average Sales Price	\$378,847	\$252,086
Average Days on Market to Contract	56	85
Percentage of List Price to Sales Price	98%	98%
Total Sales Volume	\$96,244,547	
Lowest Sales Price	\$60,000	
Highest Sales Price	\$2,750,000	
Total Units Sold	251	

- FULL TIME EXPERIENCED REALTORS:** Is the prospective listing agent an experienced full time agent? If so, how many years in the business? At Tony Hall & Associates, all agents are full time real estate professionals and must meet very high production standards.
- CHAMBER OF COMMERCE:** Does the prospective agency promote its listings at the area Chamber of Commerce Visitor's Center or at the Chapel Hill Senior's Center? Brochures on Tony Hall & Associates listings are featured at the Chapel Hill/Carrboro Chamber of Commerce Visitor's Center and at the Chapel Hill Senior's Center.
- SUPPORT STAFF:** Successful real estate agents have one thing in common - good support staff! Does the prospective listing agency provide support staff to assist their agents? Tony Hall & Associates provides an experienced support staff to help handle all the behind-the-scenes details involved in a real estate closing.
- INTERNET:** Will your property be exposed to millions of computer users around the world on the Internet? Tony Hall & Associates was the first residential firm in the Triangle with it's own "home page" in the Internet. We publish newcomer's relocation information and information on all our listings on the Internet.
- ADVERTISEMENTS:** Where will your property be advertised? At Tony Hall & Associates, we monitor all inquiries to determine the effectiveness of our advertisements. You'll find our advertisements consistently in *The Chapel Hill Newspaper*.
- MULTIPLE LISTING SERVICE:** Is the prospective listing agency a member of the Triangle area multiple listing service? Tony Hall & Associates offers co-brokerage to all agents through the multiple listing service.
- FEEDBACK:** What type of feedback will the prospective agent provide you? At Tony Hall & Associates, we provide a weekly, written showing feedback report to the seller.