

What to Check Before You Choose an Agent to Sell With

*Five honest questions worth asking any agent, before you sign
with one.*



BEFORE YOU START

This isn't a pitch.

It's a short, straightforward list of what actually matters when you're choosing who sells your home. Every question here applies to any agent you're considering, not just Willow.

Selling a property is one of the largest financial decisions most people make. The right agent is worth finding properly, and that starts with knowing what to ask.

FIVE QUESTIONS · FIVE MINUTES TO READ · WORTH ASKING ANY AGENT



No.1

“Auction, private treaty, or best offers, and why for my home?”

Method of sale is one of the biggest decisions in an Australian campaign, and it should be argued from your property and its buyer pool, not defaulted to whatever the office usually runs. Ask the agent to make the case for and against each method for your home specifically. If they can't argue both sides, they haven't thought about it.



No. 2

“Do I get a live view of activity on my property?”

Once your home is live, ask how you'll see what's actually happening. Views on realestate.com.au and Domain, every enquiry and what the buyer asked, inspection feedback, and a record of what's been done on your behalf, calls, emails, messages. Ask whether you can open that anytime, or whether it arrives filtered through a weekly phone call. A campaign you can see is a campaign you can judge.



No. 3

“What actually happens to a buyer enquiry on my home?”

Most enquiries arrive online, through the portals, at all hours. Ask what happens next. Does each buyer get a phone call, their questions answered, an invitation to the next inspection, or an automated email and silence? Every enquiry is a buyer your campaign already paid to find. Ask who picks up the phone, and when.



No. 4

“What happens if the campaign doesn’t perform at the price expected?”

Ask what happens if your home doesn’t attract the interest expected at the price given. An agent who has a plan for adjusting strategy, not just dropping the price, is worth more than one hoping the market corrects itself.



No. 5

“What’s the plan if my home simply isn’t selling?”

Ask this before you list, not three months in. Usually it comes down to one of three things: price, presentation, or exposure to the right buyers. An agent who can name which one applies to your situation, before it becomes a problem, is doing their job properly.



Thinking about your next move?

Pricing is one of the most misunderstood parts of selling. Get a clear, honest appraisal before you decide anything.

REQUEST AN APPRAISAL →

