


Agent Comparison Checklist

Ensure you receive best service & price for your home while keeping the most of your hard-earned equity.

Does the agent ...		Wingerts	Agent 2	Agent 3
1	Provide complete listing service, including a 3% co-operation fee to the buyer's broker.	✓		
2	Have an Accredited Staging Professional designation with the knowledge and expertise to help stage your house to give it the broadest appeal to buyers delivering top-dollar with minimal expense and the shortest time on the market.	✓ 		
3	Offer a complete marketing package to reach as many potential buyers as possible: complete MLS listing, DVD movie tours, full-color brochures, Internet marketing, television, neighborhood campaigns, eye-catching directionals and yard signs.	✓		
4	Create an extensive Internet marketing campaign with professional listings on: Realtor.com, Craigslist, backpage.com, edgeio, Google Base, HotPads, LiveDeal, Oodle, Propsmart, Vast, HoltRealtyGroup.com, SmartMoveUp.com, and more.	✓		
5	Showcase your house on StagedHomes.com the number one staged homes website in the world with over seven million unique hits per month.	✓		
6	Make your Open House an event with 100s of announcement postcards, great food and friendly guest reception?	✓		
7	Take professional pictures of your property to make it look its best.	✓		
8	Guarantee to answer all buyers' calls personally, <i>NOT</i> by an assistant or receptionist who knows nothing about your property.	✓		
9	Make himself easily and directly accessible day or night?	✓		
10	Have dedicated, professional-grade color laser and large format printers create top-notch, color brochures and marketing materials and make changes quickly and easily.	✓		
11	Follow up showings with a feedback call or email to the showing agent so you know what the buyers thought of your house?	✓		
12	Use Showing Beacon® to let you know when your showing is complete and you may return home. We provide this clever device to make better use of your time. Have a showing between 1:00pm & 3:00pm? Let's say the agent arrives at 1:05pm and completes the showing in 10 minutes. He presses the Beacon button which calls your cell phone or pager and lets you now the showing is complete.	✓		
13	Use only a IR hi-tech lock box so you know your keys are secure and exactly who has had access to them and when?	✓		
14	Use professional, eye-catching, hi-quality yard signs that help round-out the top-notch curb appeal?	✓		

