

Realtor Interview Checklist

13 questions to ask a buyer's agent · Plus a 5-criterion scoring rubric

How to use this checklist

Print one copy per agent you interview. Take notes in the answer space under each question. After your last interview, fill out the scoring rubric on page 4 and compare your scores side by side.

AGENT NAME

BROKERAGE

INTERVIEW DATE

CONTACT INFO

Before you walk in

- Bring your must-haves, dealbreakers, and price ceiling — written down.
- Bring your mortgage pre-approval letter (or be ready to talk numbers).
- Plan for 30–45 minutes per agent. In person if possible; video is fine.
- Try to finish all your interviews within a 1–2 week window.

1

How many transactions did you do last year?

Listen for: 15+ recent transactions, or a clear explanation of why fewer. Red flag: vague or defensive answer.

2

What geographic areas do you have the most experience in?

Listen for: hyper-local market knowledge in your target neighborhoods. Red flag: generic metro-area coverage.

3

How many clients are you currently working with?

Listen for: ~5–10 active clients. Red flag: overbooked (slow responses) or empty pipeline.

4

What do you do if a transaction doesn't go as planned?

Listen for: a specific recent deal that went sideways and how they fixed it. Red flag: 'I've never had one.'

5

What services do you offer, and how are fees charged?

Listen for: draft buyer-agency agreement walked through line by line; fees in writing. Red flag: refuses to commit to specifics.

6

How will we communicate, and how quickly will I hear back?

Listen for: specific channels (text/email/call) and response-time commitments. Red flag: 'whatever works.'

7 Can you give me references from buyers you closed with in the last 12 months?

Listen for: 2–3 recent buyer references they're willing to share. Red flag: only old or seller-side references.

8 What are my options if I'm not satisfied with your services?

Listen for: clear cancellation clause; reasonable exclusivity term. Red flag: dodges the question or pushes for 180+ days.

9 Do you work alone or with a team?

Listen for: clarity on who handles what, and who you'll actually work with. Red flag: bait-and-switch (you meet senior agent, work with assistant).

10 What strategies do you have for buyers in a competitive market?

Listen for: specific tactics — escalation clauses, contingency structuring, timing. Red flag: 'we'll make a strong offer.'

11 What technology do you use to help buyers?

Listen for: automated search alerts, digital signing, client portal. Red flag: still doing everything by paper and phone.

12 What differentiates you from other realtors?

Listen for: specific, self-aware answer with concrete examples. Red flag: generic or 'I just care more.'

13 What questions do you have for me?

Listen for: questions about your goals, motivations, history, vision — not just budget and bedroom count.

5-criterion scoring rubric

Rate this agent 1–5 on each criterion. Add the scores at the bottom. If two agents tie within a point, weight track record, hard truths (Q4), and fees (Q5) most heavily — those are the answers agents are most likely to dodge.

Criterion	What you're rating	Score (1–5)
Track record & transaction volume	Years of experience, transactions per year, verifiable closed deals.	<input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/>
Local market knowledge	Hyper-local market specificity, real-time market awareness.	<input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/>
Communication & responsiveness	Clear communication channel and response-time commitments.	<input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/>
Negotiation style & process	How they write offers, how they handle the deal lifecycle.	<input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/>
References & trust signals	Recent references, honesty under pressure, transparent fees.	<input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/>

Total score (out of 25): _____

Overall impression

After all interviews: Hire Pass Maybe — talk again