

Choosing a Real Estate Professional

Selecting your real estate professional is a critical decision to make during the home buying and selling process.

We highly recommend interviewing several sales professionals before selecting one to represent you. You should expect a professional to readily explain these items during their interview.

Sellers	Buyers
<ul style="list-style-type: none"> • How to price my home • How to increase my home's value • The marketing opportunities available to me in selling my home • How to negotiate the sale • The seller's agent should review every offer to help you evaluate every aspect of each offer and its financial implications. • Provide an overview of a local standard 'Contract For Sale' with typical addenda and a copy 	<ul style="list-style-type: none"> • Explain what 'agency relationships' mean • How much home can you afford to purchase • How to evaluate and compare the homes you see • Key features you must have in your new home versus those you would like to have • The difference between being 'pre-qualified' for a mortgage and being 'pre-approved' for a mortgage • Special training if the agent primarily represents buyers, such as Accredited Buyer Representative (ABR®) designation • Provide an overview of a local standard 'Contract For Sale' with typical addenda and a copy

Interview Checklist

When purchasing a home – whether it's your primary residence or a second home – it's a good plan to meet with several sales professionals before choosing one to represent you. Here are sample interview questions to start your discussions. Learn more about your options – contact a [Prudential Real Estate Sales Professional](#).

- What can I afford to pay for a home?
- Will you act as a Buyer's Agent?
- What key features must I have in my new home?
- What features might I like to have in my new home?
- How long have you been in real estate?
- Do you have any special training in your field?
- Have you earned any professional designations that will help in this process?
- What is the difference between mortgage pre-qualification and mortgage pre-approval?
- How well do you know the community in which I am looking to buy a home? Sell my existing home?
- How will you help me evaluate and compare the homes I look at?
- What inspections do you recommend for the property selected?
- What inspections are required for the property selected?
- Can you provide an overview and copy of the local standard Contract for Sale and typical addenda?

Continue below to learn more about **Real Estate Representation**



Real Estate Representation

In a real estate transaction, sales professionals may represent the seller, the buyer, or both parties. This representation is called 'agency.' **It's important to understand the differences between these agencies whether you are buying or selling a home.**

Traditionally, a sales professional is the seller's representative. Unless otherwise stated and/or documented in writing, assume the real estate professional is working for the seller. In many regions, real estate sales professionals are legally obliged to disclose, in writing, information on the types of real estate agency relationships that exist. Learn more about your options – contact a [Prudential Real Estate Sales Professional](#).

Type	Description
Seller's Agent	A real estate professional becomes a Seller's Agent by entering into a listing agreement to represent the seller's interests. Seller representation also may be created when a real estate professional shows a property on the Multiple Listing Service and 'buyer agency' hasn't been created. The Seller's Agent can provide information to assist the buyer, but they must place the interests of the seller first. A buyer shouldn't disclose anything to the Seller's Agent they didn't want the seller to know.
Buyer's Agent	A real estate professional becomes a Buyer's Agent by entering into an agreement to represent the buyer. A Buyer's Agent can assist the seller, but does not represent the seller. The Buyer's Agent must place the interests of the buyer first. A seller shouldn't tell the Buyer's Agent anything they wouldn't want the buyer to know, because the Buyer's Agent must disclose any pertinent information to the buyer.
Dual Agent	Dual agency occurs when a real estate professional represents both the seller and the buyer. It also can occur when the Listing or Seller's Agent works for the same real estate firm as the Buyer's Agent. In most states, the buyer, the seller, and the Agent must agree, in writing, for the creation of dual agency. The Dual Agent is required to treat the buyer and seller honestly and impartially. In dual agency, the professional's duties are more limited and there is potential for conflict of interest. You may hear the terms 'transaction broker' and 'intermediary' in association with dual agency.