



SCOTT LYLE REALTORS

483 North Palm Canyon Drive • Palm Springs, CA 92262
760-778-6200 • 760-778-6206 fax • www.palmspringsfinesthomes.com

QUESTIONS FOR YOUR REALTOR

Choosing the right agent can save you valuable time and money. You should be fully informed about an agency's standards and work ethic. That's why we have provided this useful questionnaire for our prospective clients. We feel confident in our answers and encourage you interview other agents and brokerage firms. In fact, we have provided a blank version so you can record the answers from your other agent interviews.

Are you full-time Real Estate Agents?

Yes. We are.

How many years have you been licensed?

We have a combined experience of over 100 years in the desert.

How many homes have you sold in the past 6 months? In the past year?

We have sold 60+ homes in the last six months, and a total of 130 over the last 12 months

How many listings do you currently have?

We currently have 48 active listings.

How many potential buyers do you talk with in a week? A month?

We talk to over 100 buyers a week and nearly 500 in a month as a result of our aggressive marketing.

How many buyers are you currently working with?

We have more than 300 qualified and motivated buyers interested in buying a home.

In what ways will you encourage other Real Estate Agents to show and sell my home?

For over 25 years the name Lyle has been synonymous with Palm Springs Real Estate. We enjoy unparalleled cooperation with other agents. We have paid over \$7,000,000 in cooperating agent commissions.

What can you tell me about the real estate market in this area?

While other agents complain about how bad the market is, we just keep selling our listings. There are plenty of buyers out there and interest rates are very low. It's a matter of proper packaging, effective marketing and salesmanship.





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What price do you recommend for my home, and what is it based on?

The price we determine to list your home at will be based on a careful study of CURRENT comparables in your area while adjusting for your property's unique characteristics. We will do this together during our listing appointment.

What is the "average days on the market" for your listings?

The average days on the market for listings is 28 days, while the area average is 46 days. Our listings sell an average of 18 days faster than average.

What is your "list to sales price ratio?"

Our listings sell at an average of 98.7% of list price. The market average in our area is 96.3. My listings sell for an average of 2.4% higher than average.

How many of your listings have expired over the last 12 months? Why?

Less than 10% of our listings expire, although the average in our market is 50% of listings reaching expiration. We attribute this success to pricing correctly and marketing aggressively.

What kind of advertising/marketing do you do? May I see some samples?

As you will see in our Home Selling System, we do many different types of advertising and marketing. This is one of the ways we set ourselves apart from the competition. We will bring samples with us to your appointment.

How do you attract buyers from outside the local area?

We are part of a National Relocation Network which has over 1 million agents nationwide.

Will you prepare an informative feature sheet for my property? May I see a sample?

We will have a sample to show you at your listing appointment. You will see that our feature sheets are detailed and informative to our potential buyers while not giving all the information they will want. We want them to contact us so that we have an opportunity to discuss with them all of the features of your property.

Where and how will the feature sheets be distributed, and to whom?

Feature sheets will be available in our office, inside your home, and will be in a brochure box on the for sale sign in front of your home.

Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing?





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May I see it please? Yes, we do. Please see our Showing Evaluation Checklist contained in the Pre-Listing Package.

Do you have a system for improving the staging of my home? May I see it please?

Yes, we do. Please see the Staging Checklist contained in the Pre-Listing Package.

Do you have a system for offer presentation, offer evaluation, and negotiation of the offer?

Yes, we do. Please see the Offer Presentation/Evaluation/Negotiation Checklists contained in the Pre-Listing Package.

Do you have a transaction checklist to ensure the transaction has the best chance of staying together?

Yes, we do. Please see the Transaction Strategies Checklist contained in the Pre-Listing Package.

Do you have a marketing plan designed to sell my property? How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service?

Yes, we do. Please see the Home Selling System contained in the Pre-Listing Package.

May I see a copy of the MLS listing sheet from your last listing?

We will have several available for you to see at our appointment. We'll point out just how detailed it is. Many agents are not diligent in entering all the important selling points of their listings. This has become very important as more and more buyers search for homes on the Internet. If your MLS listing sheet is full of details, your online listing will be as well.

How do I contact you? Do you have a contact sheet available?

Yes, we have a contact sheet. It is a part of the Pre-Listing Package and you will receive a copy when we list your home.

How will we communicate? Do you guarantee that communication?

Our Communication Guarantee is contained in the Pre-Listing Package.

How do you use the Internet to advertise my property? What is the web address of the websites you use?

Yes, the Internet is one of the many ways we market your property. Digital pictures are taken immediately after listing your home and uploaded to enhance your listing. Your home will be shown on many different websites including the [local MLS site](#) and this site at www.LyleRealtors.com. We are diligent about creating a strong presence for your home on the Internet. In 2006, the National Association of Realtors reported that 80% of buyers used the Internet as an information source in their home search!





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What do I do if I am unhappy with your service? Do you have a satisfaction guarantee or a cancellation policy? Is it in writing?

The simple, easy to understand "Easy Exit Policy" is included in the Pre-Listing Package. We will sign this guarantee when you list your home with us.

Do you have references that I may call? Does the list include sellers who are currently listed with you?

Yes, we do have a reference list which is included in the Pre-Listing Package. Hopefully you contacted some of the people on that list when you received the Package. We do have current clients on that list.

Do you have trade references that I may call?

Absolutely, please see our Reference list in the Pre-Listing Package. It is important to know that we have strong relationships with other business people in our area. They enjoy doing business with us because they know we are reliable and competent. In most cases, they do not get paid if I don't keep the transaction together! We appreciate the trust they put in us!

