The 7 Step Checklist To Choosing The Right Agent

Seller Guide 5

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THE PROBLEM

How Most Sellers Choose The Wrong Agent

Choosing the right agent is one of the most important decisions a seller will make. But most sellers don't have a clear way to assess who is actually the best fit.

Instead, decisions are often based on:

- Who they feel most comfortable with
- Who quotes the highest price
- Who offers the lowest fee

The problem is none of these determine the final result.

Two agents can:

- List the same property
- In the same market
- At the same time

And achieve very different outcomes.

The difference isn't what they say.
It's the process they follow.

The Bottom Line

Choosing the right agent isn't about personality or promises.
It's about choosing a process that creates competition, drives price supported by a client experience that suits your needs.

FRAMEWORK

How To Choose A Strong Agent?

Choosing the right agent isn't about who can list your property.
It's about choosing someone who can manage the entire process from enquiry through to final offers. At JKL, every campaign is built around four key drivers that directly influence the final result.

Creating Demand

The more buyers you attract, the more opportunities you create.
Strong results come from multiple buyers engaging at the same time.

Negotiation

Results are shaped in the moments where buyers make decisions.
Understanding buyer behaviour, timing and positioning is key.

Client Experience

Buyers who feel confident and informed are more likely to act.
Clear communication reduces hesitation and strengthens offers.

Teamwork

Consistent follow-up and execution ensure no opportunity is missed.
Every stage of the campaign must work together.

The Bottom Line

The right agent isn't defined by what they say. It's defined by the process they follow.

CHECK LIST

The 7 Questions Every Seller Should Ask Before Choosing An Agent

- [ ] **How will you create demand for my property**
  Look for a clear strategy not just “We’ll list it online”.

- [ ] **Where will my buyer come from?**
  A strong agent should be able to explain multiple buyer channels.

- [ ] **How do you identify what a buyer is prepared to pay?**
  Understanding buyer behaviour is the key to achieving strong offers

- [ ] **What happens after an enquiry comes in?**
  Generating enquiry is one thing, converting it is what matters.

- [ ] **How do you create competition between buyers**
  Premium prices come from multiple buyers not just one negotiation.

- [ ] **How do you manage follow-up & buyer engagement**
  Consistent follow-up are where opportunities are created or lost.

- [ ] **How will you structure and manage the campaign start to finish**
  Look for a clear and repeatable process not just general answers.

The Bottom Line

The right agent won’t just answer these questions. They’ll show you a clear and structured process behind every step.

SCENARIO

What This Looks Like In Practice

The Situation
A seller was choosing between multiple agents, each offering similar marketing and a comparable price estimate.
The key difference came down to how the campaign would be managed and what process would be followed once the property went live.

The Approach
The focus was on:

- Creating strong early demand.
- Converting enquiries into inspections.
- Understanding buyer positions early.
- Managing consistent follow-up and communication.
- Building competition between multiple buyers.

Throughout the campaign, the seller was kept informed at every stage, with clear communication around buyer feedback, positioning and next steps.

The Result
The campaign generated strong buyer engagement, multiple interested parties, and a competitive environment.
This led to a stronger final result and a smooth experience for the seller from start to finish.

The Bottom Line

Choosing the right agent isn't just about the outcome. It's about the experience throughout the process. A clear, structured approach not only creates better results, it creates more confident and satisfied sellers.

NEXT STEPS

Choosing The Right Agent Starts With The Right Questions

The difference between agents isn't always obvious at the start. But the questions you ask and the answers you receive, will quickly show who has a clear process and who doesn't.

Choosing the right agent isn't about who promises the most.
It's about who can show you how they will:

- Create demand.
- Manage buyers.
- And guide the process from start to finish.

If you're thinking about selling, we can walk you through exactly how we would structure and manage your campaign to achieve a strong result.

Book a strategy session or
request your free property price update.

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