PRINTABLE TOOL

AGENT INTERVIEW SCORECARD

Fill it in while they are talking

Seven questions
Two pressure tests
Side-by-side scoring

Andrew Roache

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HOW TO USE THIS

Three rules

Rule one: interview at least three agents. Two isn't a comparison. One isn't a decision.

Rule two: write their answers down while they're speaking. This isn't administrative. Visibly taking notes changes the quality of the answers you receive, because it signals that you intend to hold them to what they say. Agents notice. It works.

Rule three: pay more attention to *how* they answer than to *what* they say. Confidence, specificity and willingness to be pinned down are the signal. Vagueness, deflection and "the market's very unpredictable at the moment" are also the signal.

Score each answer out of 5. Total at the end. Then apply the gut-feel test, which overrides everything.

AGENT SCORECARD

Agent name: ______________________________________

Agency: ____

Date of meeting: ____________________

Price they quoted: $____________________

Commission quoted: ____________ **Marketing quoted:** $____________

Method of sale recommended: ______________________

Agency term proposed: ____________ days

Question 1

What sales evidence did you use to arrive at your price assessment?

Looking for: specific addresses, dates, sold prices, and why each is comparable to your home. Vague answers about "market feel" or "what we're seeing out there" mean the number was chosen to win your listing, not derived from anything.

Their answer:

____

____

____

Score: ____ / 5

Question 2

How will you justify that price to a buyer?

Looking for: a clear argument they could actually deliver under pressure. Every buyer will challenge the price. If they can't make the case to you sitting in your kitchen, they won't be making it to a buyer.

Their answer:

Score: ____ / 5

Question 3

If you already have buyers on your database, why do you need my advertising money up front to find one?

Looking for: a comfortable, straight answer. Both things can be true, but watch for discomfort. This question produces the most interesting silences of the whole interview.

Their answer:

Score: ____ / 5

Question 4

Why do you need 90 days? Will you accept 30 or 45?

Looking for: confidence, or a genuine property-specific reason. A good agent doesn't need 90 days to sell correctly priced property. If they need a long term, the real question is whether you're overpriced.

Their answer:

____

____

Would they accept a shorter term? ☐ Yes, _____ days ☐ No

Score: _____ / 5

Question 5

Walk me through exactly how your strategy maximises my price.

Looking for: an actual plan. Pricing approach, method of sale, what happens in the first fortnight, how buyer competition gets created, and what happens if week three is quiet. Not a brochure.

Their answer:

____

____

____

____

Score: _____ / 5

Question 6

What method of sale do you recommend: and what percentage of your listings get that same recommendation?

Looking for: advice about your property. If they recommend auction for your home and auction for ninety percent of their listings, they have described their business model, not made a recommendation.

Their answer:

____

Percentage of their listings using this method: ____________

Score: _____ / 5

Question 7

Can I have three recent seller references: including one campaign that took longer than expected?

Looking for: willingness. Anyone can produce a happy reference. The second half of the question is the real one. An agent who handled a difficult campaign well will have a client happy to say so.

Their answer:

References provided? ☐ Yes ☐ Promised ☐ No

Did I actually call them? ☐ Yes ☐ No

Notes from the calls:

Score: _____ / 5

THE TWO TESTS

These matter more than the questions

Test 1: The pressure test

Ask them to reduce their commission. Then say nothing and let the silence sit.

If they can't defend the value of their own fee, the thing they understand best and care about most, how will they defend the value of your home against a buyer actively trying to talk it down? And if they fold immediately, what else will they fold on?

What happened:

☐ Folded immediately, no argument, *they'll fold for buyers too*

☐ Reduced it, but defended it first

☐ Held firm and explained the value calmly, *this is what you want*

Score: _____ / 5

Test 2: The written test

Ask: *"That sounds great. Would you put that price in writing, and if it sells for less, you cover the advertising?"*

Then stop talking.

The point is diagnostic. You're finding out whether they believe their own number. Watch for the price suddenly becoming "a range" or "an indication only."

Their response:

What did they agree to?

☐ Full advertising guarantee, *rare and excellent*

☐ Advertising at risk / payable on settlement only, *very valuable, ask for this*

☐ Written price justification with comparable sales

☐ Shorter agency term

☐ Nothing at all. *don't sign*

Score: ____ / 5

SCORING

Total: ____ / 45

The incentive commission question

Did you propose a lower base rate plus a higher rate above an agreed target? ☐ Yes ☐ No

Their reaction: ____

An agent confident of outperforming likes this proposal. You have offered them a pay rise for doing what they say they'll do. An agent who insists on a flat fee regardless of outcome is telling you what they actually expect.

The marketing question

Did they provide an **itemised** marketing quote? ☐ Yes ☐ No

Total marketing cost: $____________

Payable up front, or on settlement? ____________

Refundable if unsold? ____________

THE OVERRIDE

The cup of tea test

Would I happily sit down and have a cup of tea with this person?

☐ Yes ☐ No

You're about to spend the most stressful ten weeks of your financial life speaking to this person several times a week, often about bad news, when they are at their least patient.

Right now they're at their best behaviour, actively trying to win your business.

If the answer is no, don't hire them, regardless of their score, their price, or their commission.

COMPARISON SUMMARY

Fill this in after all three interviews

	Agent 1	**Agent 2**	**Agent 3**
Name			
Agency			
Quoted price			
Commission			
Marketing cost			
Marketing itemised?			
Agency term			
Method of sale			
Total score / 45			
Held firm on commission?			
Agreed to anything in writing?			
Open to incentive commission?			
Cup of tea test			

Remember: the best agent is the one who leaves the most money in your pocket after every fee and expense, not the cheapest, and not the one who quoted the highest price.

Do not sign anything at the kitchen table on the night. Take it away and read it.