
Ready to SELL?

Time to pick a REALTOR®?

We know you have choices, so we work hard
to earn your business – and keep it.

**Here are 9 questions you should ask
your REALTOR® before you hire them.**



Question #1: Why do I need a REALTOR®?

**Selling your home or property
is a major transaction and
can be overwhelming to
say the least.**

At Bear Realty, we're with you every step of the selling process, educating you about realistic expectations and providing you with the information you need in order to make informed selling decisions. We help people understand everything they're getting into so they feel as comfortable and confident about the process as we do!

Question #2:

What is your experience?

Selling your home or property could likely be one of the most substantial business transactions you'll ever make. Therefore, you should look for a REALTOR® with enough sales under their belt to smoothly handle deals from listing to closing. It's also important that your REALTOR® is knowledgeable about the community and familiar with the local inventory. At Bear Realty, we take initiative to continually educate ourselves by touring new listings on a weekly basis and actively engaging in our community.

Question #3:

How will you get the best price?

A great seller's agent should have a consistent track record of negotiating sales prices that are very close to list prices. That being said, we're honest with our clients. Our goal is to maximize the value of your investment while at the same time, minimizing how long your property sits on the market.

Question #4:

Are you part of a team?

You're going to be working primarily one-on-one with your REALTOR®, and your REALTOR® likely has several clients at a time. Behind the scenes, your REALTOR® should have a support staff helping to ensure they're able to offer the highest level of customer service to every client. When you hire a BEAR REALTOR® to help you buy or sell your property, you're getting an entire team of dedicated professionals committed to providing you with the best experience possible.

Question #5:

What was one of your biggest challenges working with a seller?

Asking your REALTOR® this question will help you determine just how your REALTOR® might react in the event a challenge arises in your experience as a seller. Were they honest with their client? How did they overcome the challenge and create a positive end result for their client? With a successful track record and supportive team, we're confident we can handle any challenge that comes our way.

Question #6:

How would you describe your company's culture?

Company culture is imperative to employees' happiness. We believe that happy employees result in happy clients, which is why we have a supportive infrastructure that goes above and beyond working as a team and more like a family. Our more experienced REALTORS® and managers mentor newer REALTORS® until they are knowledgeable and confident to offer the best quality service to our clients.

Question #7:

What differentiates you from your competition?

A great real estate group or REALTOR® who is focused on continually improving their clients' experiences as well as increasing their positive impact on the community should not hesitate to answer this.

At Bear Realty, we simply provide a higher level of service to all of our clients by being thorough, honest, and taking the time to truly listen to their wants and needs.

Question #8:

What is your strategy for helping me sell my property?

Even at times when the economy is considered a “sellers’ market,” selling property requires strategy and collaboration.

We do our research when it comes to selling properties, and we’ve developed a comprehensive strategy that mixes traditional and non-traditional methods to maximize your property’s exposure to potential buyers. We use a variety of mediums, from internet, print media, television, and good old fashioned face-to-face communication. We price your property realistically to ensure a fast and smooth transaction.

Question #9: What haven't I asked that I need to know?

Pay attention to how your REALTOR® answers this question. A great REALTOR® will know what suggestions to make based on your conversations to make you feel comfortable and confident throughout the selling process.



This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



**Now, let's set up a time to
chat so you can share what's
most important to you.**

bearrealty.com
262.763.8116

Find out for yourself why things go
better when you work with Bear.
Get in touch today.

Your Questions:

you want to know:

Question #9: What haven't I asked that I need to know?

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Question #8: What is your strategy for helping me find a home?

At Bear Realty, we know that every client is different; therefore, we continually educate ourselves on all aspects of real estate so we can help anyone who walks through our door. We don't want to sell you a house; we want to help you find a home. We'll sit down with you and talk about your needs and wants, and then provide you with all the necessary information you need in order to make informed buying decisions. We'll be at your side every step of the way, from the initial consultation to closing on your new home.

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Question #5: How long have you been in the business?

Everyone has to start somewhere, and there's nothing wrong with a new REALTOR® or a new real estate group. However, REALTORS® learn on the job, so there is definitely something to be said for a real estate group that's been serving its community for over ninety years. We take initiative to educate ourselves with continual training to stay on top of the market as well as weekly sales meetings and tours of new listings throughout the community.

Question #2:

How do you serve your community?

When looking for a REALTOR® or real estate group, it's important to find someone who actively strives to improve their community. Whether we're coaching little league or donating to the high school theatre production or K-9 unit at our local police department, the people at Bear Realty are proud of the role we play in strengthening our community. We want quality people living and working in our communities, and we'll provide the highest quality service to make it happen.

Question #3:

How will you help me get the best price?

We believe in being honest with our clients as well as keeping your best interests a top priority. We want you to have a home that will suit your needs, and we'll work hard to get you the best value during the buying process so you can maximize the value of your investment when it's time to sell. A good buyer's agent should be able to negotiate a sale price lower than list price.

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Ready to BUY?