



## **Title: Thinking About Selling Your Home? How to Choose an Agent You Can Trust**

If you're thinking about selling your home, even if it's months away, you've probably realized something uncomfortable: every real estate agent sounds the same.

They all promise top dollar.  
They all say they're "great negotiators."  
They all seem confident.

And yet, choosing the wrong agent can cost you time, money, and unnecessary stress.

So how do you know who you can actually trust?

### **Start With This Truth**

Selling your home isn't just a transaction—it's a **risk management exercise**.

Your agent's real job is not just to sell, but to:

- Protect your equity
- Reduce uncertainty
- Anticipate problems before they show up

The best agents don't just talk about results—they explain their **process**.

## What Trustworthy Agents Do Differently

### 1. They explain their pricing strategy clearly

Not just a number, but *why* that number works in today's market.

### 2. They tell you what *won't* help

Good agents save you from unnecessary upgrades and wasted money.

### 3. They prepare you for the uncomfortable parts

Appraisals, inspections, negotiations—no surprises.

### 4. They welcome comparison

They expect you to interview multiple agents and help you ask better questions.

## Questions Every Seller Should Ask an Agent

- How do you determine the right price—not just the list price?
- How do you handle multiple offers or low offers?
- What problems do you see most often during escrow?
- How will you communicate with me during the process?

If an agent avoids these questions, that tells you something.

## Final Thought

If you're not ready to sell yet, that's okay. The smartest sellers start with **clarity**, not commitment.

A good agent will help you understand your options, whether or not you ever list your home with them.