

On the test bench

The eight-point check for the right real estate agents

1. Training

Visit the real estate agent at his office or have him come to your home. Ask him about his training, professional qualifications, range of services and track record.

2. Local market knowledge

Check how he knows his way around the local market. Does he have reference properties in your area?

3. Network and marketing mix

Ask him about his personal network of contacts and what marketing mix he would use to sell your property.

4. Good reputation

Ask notaries, banks or lawyers about the reputation and good repute of the estate agent.

5. Procedure

Have him explain to you exactly how he intends to proceed with the purchase/sale and what you can expect from him, especially if the sale is resinous.

6. Price estimation

Ask for a realistic estimate of the selling price. Ask for a written offer and price estimate (possibly for a fee, depending on complexity). Are the marketing costs included in this offer? You will not determine the price, but the market and the buyers. Do not be blinded by too high broker promises. Choose a realistic and comprehensible offer.

7. Effort

Ask in detail about the type of compensation. You should win not the cheapest but the best seller for your property. Normally the brokerage fee is only paid in the event of success and amounts to around 2–5% of the sales price.

8. Membership

Find out whether he is a member of the Swiss Chamber of Real Estate Agents and whether he carries the logo in his letters. You can only become a member of the Chamber if you meet the high standards of professional competence, training and further education, and ethical conduct.