

SELLER'S AGENT SCORECARD

Selling your home isn't about choosing who's "nice" or "available."
It's about selecting the advisor who can anticipate challenges, guide strategy, and deliver results.

Category	What to Look For	Agent 1:	Agent 2:	Agent 3:
Pricing Strategy	Explains how value is determined beyond online estimates.			
Neighborhood Knowledge	Understands your exact area, buyer demand, and micro-market trends.			
Marketing Approach	Provides examples of professional photos, video, and targeted exposure.			
Negotiation Skills	Shares real examples of creating leverage or saving a deal.			
Communication Plan	Defines how often you'll receive updates and what's included.			
Timeline & Process Clarity	Walks through milestones and sets clear expectations.			
Preparation Guidance	Gives proactive advice on staging, repairs, or presentation.			
Confidence & Trust	You felt heard, respected, and supported throughout.			
TOTAL (out of 40)				

Bonus Questions to Ask

- "What percentage of your listings sell at or above asking price?"
- "How do you adjust strategy if the market shifts mid-listing?"
- "What's your average days-on-market compared with the area?"
- "Tell me about a tough sale you navigated successfully."

How to Read Your Scores

- ● 35-40 → Strong strategic advisor — confident choice.
- ● 28-34 → Good option — clarify questions before deciding.
- ● Below 28 → Likely lacks the experience or clarity you need.



Don't forget to interview us!



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