

Five Questions Every Seller Should Ask Their Listing Agent

*Your agent's loyalty should be measurable,
not assumed. Bring this to every interview.*

WHY THIS MATTERS

In California, your listing agent owes you a fiduciary duty. Loyalty. Full disclosure. Your financial interest above theirs, above their friends, above anyone they might owe a favor to.

That duty is clear on paper. The problem is how quietly it can be bent by networking groups, referral clubs, and relationship reciprocity most sellers never see.

These five questions are designed to make the invisible visible. Ask them before you sign a listing agreement. Ask them in writing when you can. Watch how they answer.

HOW TO USE THIS CHECKLIST

1. Print this page and the next.
2. Bring it to every listing interview.
3. Ask the questions in order. Let the agent answer each fully.
4. Write down what they said, or record the answer with permission.
5. Hire the agent whose process, not whose reflex, matches these standards.

THE FIVE QUESTIONS

01



Will you present every written offer to me within 24 hours, in writing, with numbers and terms first and commentary separate?

Removes verbal framing from the initial presentation. You see the raw offer, then the analysis. You decide the weight.

02



Do you have any referral, co-marketing, or compensation relationships with buyer's agents who may bring offers on my property?

Creates a written disclosure record before the offer arrives. Any undisclosed arrangement surfaces up front.

03



Will my property hit the MLS and syndicate publicly before any private network, coming-soon list, or pocket-listing channel?

More buyers means more competition means higher price. Pocket listings reduce buyer pool, which reduces sale price.

04



If a stronger offer comes from a buyer's agent you have never met, will you present it with the same energy as one from your closest referral partner, and what process ensures that?

The follow-up process reveals whether the answer is a reflex or a practice. Practice is what you can trust.

05



Will you put in writing that you will not accept referral fees, kickbacks, or co-marketing benefits tied to the buyer's agent on this transaction?

Clean agents sign without blinking. An agent who needs to negotiate this clause is telling you where their revenue comes from.

The Standard, Not A Trap

You do not need a sellers-only agent to benefit from these questions.

Any seller, working with any agent, can ask them and expect honest answers.

Ask the questions. Listen to the answers. Hire accordingly.