CALL YEG HOME



Before You Hire an Edmonton REALTOR®, *Ask This*

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Understand The Relationship

Start with who works for YOU

Before you discuss a property or sign an agreement, **understand the role the agent and brokerage will play.**

In Alberta, a real estate professional should walk you through the **Consumer Relationships Guide**. It explains the difference between being represented as a client and working with a professional without that representation. Ask who would represent you and what would happen if the same agent or brokerage became involved with the other side of a transaction.

ASK: "Who will represent my interests, and how would you handle a conflict?"



Know what you are agreeing to

A **written service agreement** sets out the services, its duration, compensation, and how it can end. Have the agent explain those terms in plain language. If you are buying, ask whether **you could owe any part of the brokerage's fee**. If you are selling, ask what services and marketing costs are included.

BEFORE YOU SIGN: Read the agreement yourself. Make sure the answers you were given match what it says.

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Test the advice

Can they explain the market behind the number?

An Edmonton-wide average will not tell you what a particular home is worth. Ask the agent to show you **relevant recent sales, current competition**, and the differences that matter for your property type, condition, and neighbourhood.

A useful answer should explain the evidence and its limits. There may be several reasonable prices or strategies. You should understand what could change the recommendation.

IF YOU'RE BUYING: "How would you decide whether this home's asking price makes sense?"
IF YOU'RE SELLING: "What would support your suggested list price, and when would we reconsider it?"



Listen for judgment, not certainty

Try a situation with a trade-off: an attractive home with concerning inspection findings, or an offer that is strong on price but weak on conditions. Ask what the agent would investigate, w**hich options you would have**, and how they would help you decide.

The strongest answer is one you can follow, even if you would choose differently.

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See the actual plan

What will they do between the first meeting and possession?

A good introduction is only the beginning. Ask the agent to describe the work in sequence and who will handle each part.

If you're buying:

How will they refine your search, assess a home beyond the listing photos, prepare an offer, and keep track of conditions and deadlines? What will they help you review before you decide to proceed? Your lender or mortgage professional should advise you on financing; your agent should understand how financing timelines affect the purchase.

ASK: "Walk me through what happens after I find a home I like."

If you're selling:

How will they prepare and position the property, choose a price, present it online, manage showings, and report what buyers are doing? Ask what they would change if the response is weaker than expected, and when that conversation would happen.

ASK: "What is your plan for my home specifically, and how will we know whether it is working?"



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Know who you'll work with

Service is what happens after the meeting

Find out who will answer your questions, arrange showings, review documents, present offers, and keep the transaction moving. If a team is involved, **ask which work the person you met will do personally.**

Talk about communication before something becomes urgent. How quickly can you generally expect a reply? How will updates be shared? What happens when the agent is unavailable? The right arrangement is one that fits your needs and is clear from the outset.

ASK: "Who will be my main contact, and what should I expect from you each week?"



Ask for a real example

Invite the agent to explain a difficult decision they helped someone work through. You are listening for how they gathered facts, explained options, handled uncertainty, and respected the client's choice. **A specific example is more useful than a promise to "go above and beyond."**

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Make your choice

Choose the advice you can trust

After each conversation, ask yourself:

- Did they understand what matters to me?
- Could they explain their recommendations and the trade-offs?
- Do I know who will do the work and how we will communicate?
- Do I understand the services, compensation, and agreement?
- Would I feel comfortable raising a concern or disagreeing?

You can also check an Alberta professional's licence through **RECA ProCheck**. If you ask for references, remember that an agent will naturally offer people willing to speak with you. Use those conversations to learn about the working relationship, not as a substitute for your own questions.

You should leave the conversation knowing what the agent will do, what you will pay, and how they will help you make decisions.



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Questions about Buying?

Help is one phone call or text away.

+1 (780) 773-8127

Keep exploring.

More practical resources for buying a home in Edmonton.

Browse Resources

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