

7 Questions To Ask Before You Choose A Real Estate Agent

A simple seller protection guide before you trust the highest price, lowest fee, or flashiest marketing promise.

Conrad Hyslop

Gold Coast Seller Strategy
Harcourts Property Hub



For Gold Coast homeowners thinking about selling in the next **3 to 12 months**.

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☐ Use this before you sign anything, choose a price, or commit to a launch plan.



Why This Matters

Choosing an agent can feel simple.

You meet a few people. You hear a few prices. You compare fees. You look at the marketing. Then you choose the one who feels safest.

But that is where many sellers get stuck.

The safest choice is not always the agent who gives the highest price. It is not always the cheapest fee. It is not always the biggest social media promise.

The safer choice is the person who can explain:

- who the strongest buyer is likely to be
- why the price advice makes sense
- how the first 14 days will be handled
- how feedback will be tracked
- when the plan should change
- how offers will be managed
- what mistakes to avoid before launch

This guide gives you 7 simple questions to ask before you choose.



 You are not trying to catch anyone out. You are trying to see who has a clear plan.

The Mistake Sellers Make

Most sellers compare the wrong things first.

What sellers often compare

The highest price
promise

The lowest fee

The nicest
presentation

The biggest list
of marketing
items

The agent who
feels most
familiar

Those things can matter. But they are not the whole decision.

What actually creates a strong result

A strong sale result is not created by talk at the kitchen table. It is created when real buyers see the property, compare it against others, inspect it, ask questions, and decide whether to act.

That means your agent needs more than confidence. They need a clear plan.

The right question is not: *"Who says the highest number?"*

The better question is: *"Who can explain how they will protect the result once buyers start judging the property?"*

- ❏ A big promise can feel good at the start. A clear plan protects you when the market gives real feedback.

The 7 Questions

Use these before you choose an agent. Leave space under each question for notes.

1

What buyer type is most likely to pay the strongest price for my home?

Notes: _____

2

What evidence supports your price advice?

Notes: _____

3

What is the launch strategy for the first 14 days?

Notes: _____

4

How will you create buyer urgency without overpricing?

Notes: _____

5

What feedback will you track after each inspection?

Notes: _____

6

What would make you change strategy, and when?

Notes: _____

7

What should I avoid doing before I list?

Notes: _____

What Strong Answers Sound Like

You do not need long, fancy answers. You need clear answers.

1 Buyer Type

"We think the strongest buyer is likely to be a local upgrader, interstate buyer, downsizer, or investor because of the home's layout, location, price range, and recent buyer demand."

What you are listening for: A clear picture of who the home is being positioned for.

2 Price Evidence

"Here are the closest recent sales. Here is how your home compares. Here is where buyers may see extra value. Here is where they may push back."

What you are listening for: Facts, not just opinion.

3 First 14 Days

"The first two weeks matter because the sharpest buyers are usually watching early. The plan is to launch cleanly, build attention, read the feedback fast, and protect momentum."

What you are listening for: A launch plan, not just a listing date.

4 Buyer Urgency

"We create urgency by making the home easy to understand, well presented, priced with evidence, and followed up properly. We do not rely on overpricing and hoping buyers chase."

What you are listening for: Pressure through buyer competition, not pressure on the seller.

5 Inspection Feedback

"We will track who came through, what they liked, what they questioned, who returned, who requested contract details, and what stopped others from acting."

What you are listening for: Useful feedback, not vague comments.

6 Strategy Changes

"If enquiry is strong but offers are weak, that tells us one thing. If enquiry is low, that tells us something else. We will review the plan using real buyer behaviour, not guesswork."

What you are listening for: A clear trigger for change.

7 What to Avoid

"Do not spend money on changes buyers may not value. Do not list before the home is ready. Do not choose a price just because it sounds comforting."

What you are listening for: Advice that protects your money before you launch.

Red Flags to Watch For

Not every weak answer means someone is a bad agent. But weak answers can show that the plan is not clear yet.

Be careful if you hear:

- **"I have buyers ready"** — but no clear buyer type
- **"I think we can get more"** — but no evidence
- **"Let's just test the market"** — with no review plan
- **"The marketing will take care of it"** — with no launch strategy
- **"Feedback was good"** — with no detail
- **"We can always adjust later"** — with no timing
- **"My fee is lower"** — without explaining how the result will be protected
- **"Trust me"** — instead of showing the thinking

 A good agent does not need to have every answer instantly. But they should be able to explain their thinking in a way that makes sense.

 You are not looking for the loudest promise. You are looking for the clearest plan.

Simple Decision Checklist

Before you choose, tick what you have been shown.

Agent Comparison Checklist

- ☐ They explained the likely buyer type.
- ☐ They showed evidence behind the price advice.
- ☐ They explained how your home compares with recent sales.
- ☐ They gave a clear plan for the first 14 days.
- ☐ They explained how urgency will be created without overpricing.
- ☐ They explained what feedback will be tracked after inspections.
- ☐ They explained when the strategy may need to change.
- ☐ They explained what to avoid spending money on before listing.
- ☐ They made the process feel clearer, not more confusing.
- ☐ You understand the plan well enough to explain it back in plain English.



If you cannot explain the plan simply after the meeting, you may not have been given a clear enough plan.

Want Help Checking This Against Your Place?

Every home is different.

The right agent choice depends on your property, your timing, your price range, your next move, and the buyer group most likely to care.

If you want help using these 7 questions against your own home, reply **AGENT** and I will send you the guide and help you see what to check before you choose.

No pressure.

Just a clearer way to compare agents before you lock anything in.



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This guide is general information only. It is designed to help homeowners ask better questions before selling. It is not a promise of price, result, or timing.



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About Conrad Hyslop

I'm a residential real estate agent and property strategist working across the entire Gold Coast.

My approach is simple: real evidence, real data, real strategy — not scripts, hype, or inflated price quotes.

I break every property down using verified comparable sales, buyer demand signals, floorplan and condition variables, renovation uplift data, and current market behaviour.

I've sold and assessed property across every major Gold Coast corridor — from central family suburbs to coastal pockets, prestige waterfronts, townhouses, apartments, renovation projects and knockdown-rebuild opportunities.

My pricing system gives sellers factual clarity:

LOW Range → Fast sale scenario

LIKELY Range → Where 80% of properties actually transact

PREMIUM Range → Achievable when presentation, timing and buyer competition align

My results-based commission structure rewards genuine performance — I only win when you win.

No pressure. No clichés. Just clear intel you can trust.

“

“Conrad was the only agent who gave us a LOW, LIKELY and PREMIUM price — and he was right.”

He showed us real evidence and explained everything clearly. No hype. No guessing. We trusted his process instantly.

“

“His results-based commission model makes total sense.”

We paid more because we got more. Simple. Fair. Transparent. Finally an agent whose fee structure aligns with performance.

“

“Data-driven, modern and factual.”

Every recommendation was backed by real comparable sales and buyer behaviour. We achieved a premium result exactly as mapped out.

”

Ready to Sell Within the Next 90 Days?

If you're ready to make decisions and get the ball rolling, let's talk. Book an appraisal meeting where we'll cover pricing, strategy, and next steps — so you can move forward with confidence if everything makes sense.

[Book 30 min Seller Strategy Meeting](#)

Not Ready Yet? We Totally Understand.

If you're still in research mode, we've got you covered. Check out our free resources where we break down everything you need to know to make your sale smooth and profitable — without the BS.



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