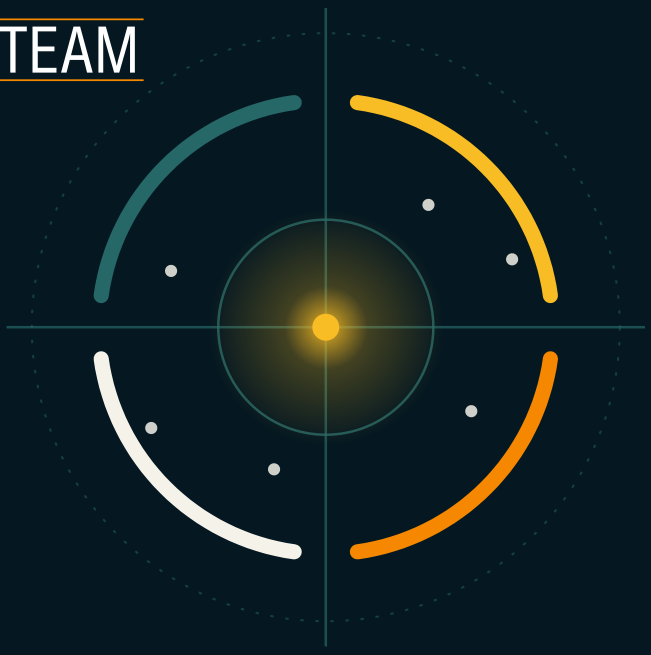
Joal Henke's
CREATIVITY TEAM



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QUESTIONS FOR EVERY AGENT

HOME DECISIONS SERIES

How to Choose the Right Listing Agent

Questions to Ask Before You Sign

What to ask, what to check and how to compare agents before you list.

October 2026 Edition

Prepared by Joal Henke's Creativity Team | Chattanooga, Tennessee | creativityteam.org

General information only. Not legal, tax, lending or appraisal advice. Contracts, loan programs and costs differ. Ask your lender, attorney and tax advisor about your situation.

SHORT ANSWER **Choose the agent who has seen your home, prices it honestly and communicates the way you like.**

Most agents use the same tools. The difference is how they use them, how well they communicate and how honest they are with you.

STEP 1

Test the price call

Ask each agent what they would sell your home for. If they give a price without seeing your home, Joal says to hang up. A price needs a walk-through.

STEP 2

Check how they talk to you

Ask how often they will update you and how. Do they match your style? See the next page.

STEP 3

Ask how they use the tools

Everyone has the MLS. Ask what reports they run, what sites they check and how they study your competition.

STEP 4

Ask for the honest story

Ask for a recent listing that did not sell and why. A good agent tells you.

STEP 5

Check that the fit goes both ways

A good agent interviews you too. Joal says she will not take a client she cannot serve well.

You should not have to negotiate with your own agent. If you feel you do, you may have the wrong agent.

Match the way you like to communicate

BOTTOM LINE **Good agents adjust to you. Tell them how you like to get information.**

DiSC is a common tool that sorts behavior into four styles. It is a guide, not a label. Most people blend styles. Here is how Joal adjusts.

Style	What it focuses on	What you may want from your agent
D, Dominance	Results, confidence, the bottom line	Short updates. The point first. A clear plan.
i, Influence	Enthusiasm, relationships, ideas	Energy. A friendly partner. Fun along the way.
S, Steadiness	Cooperation, dependability, support	Time to know you. A steady pace. Care for your family.
C, Conscientiousness	Accuracy, expertise, quality	Data. Showing counts. Feedback. The reasoning behind a price change.

Tell your agent

- How often you want updates
- Whether you prefer calls, texts or email
- How much data you want
- What worries you most

What to look for in the work

BOTTOM LINE **Look for honesty, preparation and a plan to win buyers.**

Pricing

Ask how they build a price. Joal uses MLS comps and an RPR report. She also checks the sites buyers use to see what they see. She does not price from those sites.

Preparing your home

Ask what they would fix, leave alone or check first. See our guide on what to fix before you sell.

Standing out

Your home competes with others. Ask what they will do with photos and presentation. Ask which listings they see as your competition.

Privacy

Joal does not post pictures of her clients' closings or their children. Ask how an agent handles your private details.

Reviews

Read an agent's online reviews. Look at how they describe their service, not only the stars.

The paperwork

Read the listing agreement. Ask how long it lasts, how the agent is paid and what happens if you want to cancel. Get answers in writing.

Questions to ask every agent

ASK **Use these in every interview. Take notes.**

- What would you do to price my home, and why?
- When will you walk my home before you name a number?
- What would you fix, leave alone or check first?
- How will you keep me updated, and how often?
- What is your plan if we have no showings in the first two weeks?
- What data will you show me when we talk about price changes?
- Tell me about a listing that did not sell. What happened?
- How do you handle private details about me and my family?
- What does your listing agreement say about length, fees and cancelling?
- Who will I work with day to day?

Joal's own answer. She promises to tell you the truth and to work to match how you like to communicate. If she does not think she can serve you, she will say so.

Listing agent scorecard

FILL IN Score each agent from 1 to 5 after each interview.

What matters to me	Agent A	Agent B	Agent C
Saw my home before naming a price			
Honest about price and repairs			
Communication style fits mine			
Clear plan to stand out			
Data and reasoning for price			
Tells hard truths			
Privacy and trust			
Fair terms in the agreement			

My choice and why: _____

Ready to compare agents?

BOTTOM LINE **We would like to earn your listing, and we will interview you too.**

We start with a walk-through and an honest talk.

What we do

- Walk your home before we name a price
- Adjust to how you like to communicate
- Tell you the truth about condition and price
- Explain the listing agreement in plain terms

Where we work

- We are licensed in Tennessee and Georgia. Outside those states, we introduce you to a vetted local agent and stay in the conversation.

Bring to the interview

- Your goals and your deadline
- Your questions
- Other agents' proposals

Interview us.

We will interview you too.

(423) 664-1900 | creativityteam.org/contact

Sources and notes. Based on a conversation with Joal Henke, Keller Williams Realty, Greater Downtown, about how she advises clients. Examples are anonymized and rounded. Dollar figures in examples are illustrations, not quotes or promises. DiSC descriptions follow the common four-style model.

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CREATIVITY TEAM

HELPING YOU MAKE CHATTANOOGA HOME

Choose the right agent.

SCAN FOR MORE FREE GUIDES

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