

Listing Agent Interview Scorecard

How to choose a Nanaimo listing agent

What should I ask when choosing an agent to sell my Nanaimo house?

Compare relevant experience, pricing evidence, marketing responsibilities, communication and the written agreement. Ask what supports each recommendation. Choose the fit for your needs, not simply the highest promised price or an unsupported ranking.

Sellers Also Asked

Should I choose the highest suggested price? Ask how comparable sales support it and what would change the recommendation.

Do all agents offer the same service? Compare the written scope, who does each task, and how progress will be reported.

How do I check credentials? Use BCFSA's current public register and ask about any conditions or restrictions. [1]

Complete one interview sheet per agent, then compare on page 4. This is your decision aid, not an objective agent ranking or a promise of a sale result.

1. Set your priorities

Keep a copy of this page for each agent. Write down evidence, not just how persuasive the presentation sounded.

Property / private reference

Interview date

Agent name

Brokerage

Your top priorities: timing, communication, preparation, access or other needs

Ask the same core questions

Relevant experience

Which recent Nanaimo examples are relevant to my home, and why?

Answer / evidence requested or received

Pricing method

Which sold comparables support your range? What differences did you adjust for?

Answer / evidence requested or received

Marketing and scope

What will you deliver, who will do it, and when? What is included or excluded?

Answer / evidence requested or received

2. Verify the promises

Use this page with the same agent named on page 2. Ask for the relevant written document or source, and record unresolved questions.

Communication and coverage

How often will I receive updates? Who handles showings, offers and absences?

Answer / evidence requested or received

Reviewing the strategy

How will you assess feedback and results? What evidence would justify a change?

Answer / evidence requested or received

Fees, agreement and representation

Explain fees, taxes, term, cancellation, responsibilities and representation before I sign. [2]

Answer / evidence requested or received

Check before deciding

Verify the agent and brokerage in BCFSA's register. Record the date, any conditions or restrictions, and the explanation you receive. Check references in their actual context; do not assume a review proves a specific result. [1]

Register / references checked, date and unresolved questions

Alvin's observation

Alvin has seen sellers assume that agents and services are interchangeable, sometimes alongside a long listing period and repeated price reductions. His takeaway: ask detailed questions about experience and the marketing plan. This observation does not establish what caused a result or guarantee a faster sale or a higher price.

3. Compare and decide

Use your interview notes. Mark each criterion: Clear = supported answer; Follow up = incomplete evidence; Concern = does not meet your needs. Leave unknowns blank.

Agent A / brokerage

Agent B / brokerage

Agent C / brokerage

Criterion	Agent A	Agent B	Agent C
Relevant local experience			
Pricing evidence and reasoning			
Marketing deliverables and timing			
Communication and coverage			
Written scope, fees and agreement			

Preferred fit, evidence still needed, next action and review date

Before signing

Resolve material questions and read the actual agreement. A strong interview or score is not a guarantee. Seek professional advice on terms you do not understand. Keep private client information out of shared copies.

Sources and next step

[1] BCFSA: Find a Professional - current licence, brokerage and restrictions.
[2] BCFSA: Agency, your real estate licensee, and you - representation and duties.
Sources checked November 12, 2026. Questions and comparison method are editorial guidance; Alvin's observation is owner-provided.

Discuss your property and sale plan: 778-762-0707 | Request a home evaluation