

How to Choose a Realtor

Your agent shapes what you see, what you offer and what you catch before closing. Use these criteria to interview agents on substance — local knowledge, strategy, communication and transparency — not on who answered the phone first.

Interview at least two or three agents. The best ones welcome hard questions, show you data instead of adjectives, and explain exactly how they're paid.

ASK FOR A PLAN, NOT A PITCH

A strong agent can sketch, in the first conversation, how they'd approach your search or sale: which areas, what the market is doing there right now, and what could go wrong.

WHAT A GREAT AGENT DOES

- Narrows the map to areas that fit your commute, budget and lifestyle
- Prices homes from real comparable sales, not list prices
- Builds offers that compete without giving up protections you need
- Manages inspections, deadlines, lenders and title so nothing is missed

WHAT CHANGED IN 2024 **COLORADO**

Under the national REALTOR® practice changes that took effect in August 2024, you'll sign a written agreement with your agent before touring homes. It states the services and how your agent is paid. Compensation is negotiable, and you can ask a seller to contribute toward it in your offer.

COLORADO WORKING RELATIONSHIPS **COLORADO**

Colorado law recognizes different broker relationships, including buyer's agent and transaction-broker. You'll receive a written disclosure explaining them — read it and ask which relationship you're agreeing to.

CHECK THE LICENSE

Look up any agent's license and disciplinary history with the Colorado Division of Real Estate. It takes a minute and should be standard practice.

 SEVEN CRITERIA

What separates great agents.

Use the same questions with every agent you interview, and listen for specifics — numbers, neighborhoods, examples.

CRITERION	ASK THIS	A STRONG ANSWER SOUNDS LIKE...
Local expertise	Which areas do you work most, and what's different about buying in each?	Specific pockets, price bands, utilities and pitfalls — including mountain and rural property if that's on your list.
Strategy	How would you approach my search or price my home?	A plan built on recent sales, days on market and current competition — not a script.
Offers & negotiation	Tell me about a recent offer you structured and why.	Clear reasoning on price, terms, deadlines and which protections to keep.
Communication	How and how fast will you update me?	A defined rhythm — channel, response time and who covers when they're unavailable.
Network	Who do you call for lending, inspections, wells, septic and title?	Named professionals, with the freedom for you to choose your own.
Transparency	How are you paid, and what does the agreement commit me to?	A plain-English walk-through of compensation, term and how to end the agreement.
Fit	Have you helped buyers in my situation — military, relocating, investing, building?	Relevant examples and the specific issues they had to solve.

RED FLAGS

- Pressure to sign a long agreement before you've met
- Vague answers about fees or how to end the agreement
- Talks about themselves more than about your goals
- Can't name recent sales or explain the market in your target areas
- Discourages inspections or skips due diligence to "win" a deal

QUESTIONS ABOUT THE AGREEMENT

- What's the term, and can I shorten it?
- Which areas or property types does it cover?
- What compensation is due, and when?
- What happens if I buy a home on my own?
- How do I end it if it's not working?

● INTERVIEW SCORECARD

Compare agents side by side.

Score each agent 1 (weak) to 5 (excellent) right after your conversation.

	Agent 1	Agent 2	Agent 3
Name			
Local expertise			
Strategy & market data			
Offers & negotiation			
Communication			
Network of pros			
Transparency on fees			
Fit for my situation			
Total			
Notes			

HOW CLAY APPROACHES IT

Strategy over script: every recommendation starts with the data for your specific area, and the Pikes Peak Playbook you're reading is how Clay prepares clients before the first showing — from city neighborhoods to wells, septic and wildfire on mountain acreage.



● STRATEGY OVER SCRIPT

Interviewing agents? Put me on your list — and bring these questions.

Call or text **719-244-5264** · hello@claycaldwellrealtor.com · ClayCaldwellRealtor.com

2024 National Association of REALTORS® settlement practice changes (written buyer agreements, effective Aug. 17, 2024). Colorado Division of Real Estate (license lookup; brokerage relationship disclosures). Information deemed reliable but not guaranteed. This guide is general guidance, not legal, tax, inspection or financial advice; hire licensed professionals for inspections and consult an attorney or tax advisor for your situation. Clay Caldwell is a real estate broker with Better Homes and Gardens® Real Estate Kenney & Company. Each franchise is independently owned and operated. Equal Housing Opportunity. © 2026 Clay Caldwell Realtor.