



A LETTER FROM KATI SPANIAK

You deserve honest answers.

ProtectTheSeller

Dear Friend,

Selling your home is one of the biggest financial decisions you will ever make. You should never have to simply hope you chose the right agent.

I started **Protect The Seller** after years of watching good people get hurt by an industry that was not built to protect them. Anyone can get a license in a few weeks and start selling the most valuable thing a family owns, and no one is ever tested for honesty. Everyone in the sale has someone in their corner except the person selling the home.

So I put together the **Ten Questions** on the next page. Bring them to every agent you talk to, and ask each one. A great agent will welcome every question and answer it honestly and up front. If an agent gets vague or defensive, that tells you something too.

Then ask the one that matters most: **will you put your name behind this?** The best agents have joined the **Protect The Seller Circle™** and signed a public promise to put the seller first. It is free, and it is not a logo they can buy. If your agent has never heard of it, invite them to sign. That is how we change this industry, one honest agent and one informed seller at a time.

This is your home, and your decision. Ask the questions. You deserve honest answers.

If you ever feel uncomfortable, or you would simply like to meet a few other agents, you are always welcome to reach out to us at **TruthinRealEstate.com**. We are glad to help you find someone who works this way, with no pressure and no cost to you.

Warmly, Kati

Founder, Truth in Real Estate®

Creator of Protect The Seller

Protect**The**Seller

BRING THESE TO EVERY LISTING APPOINTMENT

The **Ten Questions** to ask every agent.

Ask each agent you interview all **Ten Questions**. A great agent will welcome every one and answer honestly and up front.

- 1 How much business do you actually do, this past year and over your career? Is real estate your full-time work?

- 2 When are you available, how quickly will you respond, and what is your plan for me when you are out of town?

- 3 What is your cancellation policy?

- 4 How does your commission work: what do you charge, who pays the buyer's agent, and what if the buyer comes unrepresented?

- 5 Do you do dual agency, and if so, what happens?

- 6 What do you honestly think my home is worth? What is the lowest a buyer might realistically pay, and the highest?

- 7 What is included in your commission, and are there any other costs I will be responsible for?

- 8 Who do you recommend for lenders, inspectors and contractors, and do you get anything for the referral?

- 9 What are the next steps after I sign the contract?

- 10 How will you actually market my home?

THE COMMITMENT

What a Circle Member promises you.

Every **Protect The Seller Circle™ Member** signs this Commitment, in writing, before they join. It is the standard you can hold your agent to. And if you are the agent reading this, it is exactly what you would be signing: free to join, reviewed by a real person, and renewed every year.

- ✓ I will always tell you the truth.
- ✓ I will put your profit before my own paycheck.
- ✓ I will never buy your listing with a price I know is too high.
- ✓ I will be completely transparent about all the fees and charges in the contract, up front.
- ✓ I will name every conflict of interest before you have to ask.
- ✓ I will consult with you and never pressure you.
- ✓ I will never leave you in the dark, and I will always tell you when you can reach me.
- ✓ I will protect you at every step, even if it means losing your business.
- ✓ I will be self-accountable to do what is right for you, even when no one is watching.
- ✓ I will not embellish my experience or the number of transactions I have sold.

Agents: this is the promise behind the badge. Make the Commitment, free, at **ProtectTheSeller.com**.