Questions to Ask a Listing Agent

Crystal Tost | Tyler Tost · eXp Realty

Take these to every listing presentation. We have filled in our own answers, with our real numbers from the Calgary MLS® feed, so you can compare like for like. If another agent answers better, hire them.

99.3%	97.9%	21 days	29 days
OUR LIST-TO-SALE	CALGARY AVERAGE	OUR MEDIAN DOM	CALGARY MEDIAN

TRACK RECORD

1. What is your list-to-sale price ratio?

OUR ANSWER

Over the trailing twelve months our listings sold at **99.3% of list price**, against a Calgary-wide average of 97.9% across all 21,816 sales in the same period — 1.48 percentage points better. On an average-priced Calgary home ($639,490) that is roughly **$9,400 more** in the seller's pocket. We quote it against the city average rather than our own, which is higher, so the number means something for a typical Calgary home. Worth knowing what that is measured against: over the same period 36% of Calgary listings cut their price at least once, and the average home sold for 95.7% of what it originally asked.

2. What is your average days on market versus the CREB® average?

OUR ANSWER

Our median was **21 days** against 29 days city-wide over the same twelve months — about 8 days faster. We quote the median rather than the average because a single stale listing distorts an average badly.

3. How many homes like mine have you sold in the past year?

OUR ANSWER

Ask us for your specific property type and price band and we will show you the actual sales. Across 28 years we have helped Calgarians buy and sell more than 1,387 homes, spanning every quadrant, price point and property type.

4. How many of your listings expired without selling?

OUR ANSWER

Rarely. Expiring a listing is unusual for us, and it is a fair question to ask any agent — a strong list-to-sale ratio means very little if it quietly excludes the listings that never sold. Ours is 99.3% against a city average of 97.9%, at a median of 21 days, and it is not flattered by a pile of withdrawn listings.

PRICING

5. Show me the sold comparables behind your suggested price.

OUR ANSWER

You will get them in writing at the listing appointment, with addresses and dates — not a single confident number. If our recommendation is below what you were hoping for, we will show you exactly why rather than agreeing now and asking for a reduction in six weeks.

6. What would you price it at if I needed it sold in thirty days?

OUR ANSWER

We will give you two numbers — one to maximise price, one to maximise speed — and be explicit about the trade-off, so the decision is yours and properly informed.

7. At what point would you recommend a price adjustment?

OUR ANSWER

We agree the trigger before we list: typically showing volume and feedback across the first two to three weeks, when buyer attention is at its highest. Our median of 21 days means most of our listings never reach that conversation, but you will know the plan in advance either way.

MARKETING

8. Who is your photographer, and can I see recent work?

OUR ANSWER

Yes — pull up our current listings on your phone during the appointment. The photography, floor plans and copy you see there are exactly what your home gets. We would rather be judged on live work than a portfolio.

9. Are floor plans, video and drone included?

OUR ANSWER

Yes — professional photography and floor plans as standard, with video and drone whenever we judge them the right way to sell your particular home. Not every property needs aerials; an acreage, a view lot or a large luxury home usually does, an inner-city condo usually does not. You get what actually sells the home rather than a fixed package, and whatever we commit to goes into the agreement in writing.

10. Where will my home be advertised in the first seven days?

OUR ANSWER

Full MLS® syndication plus our own channels from day one — our video work has drawn over 30,000 views. Launch matters disproportionately: buyer attention is front-loaded and does not come back, which is why nothing goes live until the marketing is finished.

11. Do you include a staging consultation?

OUR ANSWER

Yes. Most sellers over-improve before listing, and the consultation usually pays for itself by telling you what *not* to spend money on.

12. Who runs the showings and open houses?

OUR ANSWER

A licensed member of our team. Crystal Tost has sold Calgary real estate since 1997. Tyler Tost came to real estate from engineering and mortgage brokering. Heather Gardiner Doetzel and Kelly Fraser complete a four-person licensed team at eXp Realty.

NEGOTIATION AND TERMS

13. How do you handle multiple offers?

OUR ANSWER

A clear deadline, every buyer's agent informed, and each offer assessed on more than price — deposit, conditions, possession date and the buyer's genuine ability to close. The highest number is not always the best offer, and a deal that collapses in week three costs you your best marketing weeks.

14. How do you qualify whether a buyer can actually close?

OUR ANSWER

We verify financing rather than taking a pre-approval letter at face value. Tyler's mortgage brokering background matters here — he knows which approvals are solid and which are conditional in ways that tend to unravel.

15. What is your commission, and what does it include?

OUR ANSWER

Commission in Alberta is negotiable and set between you and the brokerage. We will quote you a number and itemise exactly what it covers. Judge it on what you net at the end, not the percentage — that is the only figure that reaches your account.

16. How long is the listing agreement, and how do I cancel?

OUR ANSWER

We will walk you through the term and cancellation terms before you sign. If you are uncertain, ask for a shorter initial term — we would rather earn the extension than hold you to a contract you regret.

17. Would you ever represent both sides of my sale?

OUR ANSWER

Alberta works on designated agency, so another eXp agent bringing the buyer changes nothing — they act for their client, we keep acting for you. It only matters if *we* would represent both sides of the same transaction, which needs your written consent and converts us to transaction brokerage, where we stop advocating for either party. We will raise it before it can happen, and you can decline and keep us firmly on your side.

18. Who is my day-to-day contact once we are live?

OUR ANSWER

Your agent — the person you hired and interviewed. You deal with them directly rather than being handed to an assistant once the listing goes live. Being a four-person licensed team simply means someone is always reachable if yours is momentarily tied up.

Performance figures are drawn from the Calgary MLS® feed for the 12 months to August 09, 2026 and cover listings brokered by our team; the Calgary comparison covers all 21,816 city sales in the same period. Lifetime transaction and award figures are as published on calgarylistings.com/about. Market data changes — ask us for current numbers any time.