

After the Property Walk-Through:

1. How many properties have you sold? _____ Last time you sold a home?

_____ How did that go for

you?: _____

Tell me about your experiences with your last transaction? What did you like about the process, what would you like to change:

If you could wave a magic wand, and have this sale go just the way you want it, what would that look like?

2. Review - Reasons for selling? (If moving out of town, offer help with a Realtor referral.)

_____ 3. Review- Where are you going?

_____ **Calendar:** 4.

When would you like to be there? (Put dates on a calendar)

Move in Date to new house? _____ Closing Date on this house?

_____ Under Contract date? _____ 1st Day on

The Market? _____ 5. Do you have any other properties you need to

sell? _____ Would you like help? _____ **Qualify the House:** (Applies only

if deficiencies exist that affect the value of the property.)

6. Do you want to price your house in its' current condition, or with (improvements) eg new carpet:
_____?

7. Have you had a chance to review the package of information I dropped off?
_____ 8. Do you have any questions regarding the package?

_____ 9. Based on the information in the package, do you feel we are qualified to market your home? Would you like me to handle the sale for you?

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What are the key things you feel like you need to know in order to move forward with selling your home?

_____ Is there anything else?

Anything else? We will make sure to cover all these questions before we're done here today.

You know, one of three things will happen here:

1. After we've answered your questions, you may decide to hire me.
2. You may decide I'm not the right fit for you, and may choose not to hire us.
3. If I feel I can't help you achieve your objectives, I have the responsibility to tell you that and not take your listing. It would not be right for me to take your listing knowing deep inside that I can't help you.

Shall we proceed and see where we are?

Pricing:

10. My mission is to get you to _____ on time. Would

you like to see your odds?

Show: The Pond, Odds of Selling, Buying Patterns, Scattergram 11. Are you willing to sell your home at fair market value? _____

Fair market value is determined by what buyers are willing to pay *given their choices*, and what sellers are willing to sell for, given their choices and the competition.

Buyers compare properties based on: A) Location. B) Price C) Style/Size D) Condition, Features and Amenities

12. Based on current market conditions where do you think you should price your home in order to get you to _____ on time.

13. Do you think that price will get you there on time? If not, what's your plan B?

14. If we get to _____ and your house isn't sold, what will you do?

15. If we got a contract on your house for _____ today, what would you do?

16. If we find a buyer for your house in the next 72 hours, are you going to be okay with that? _____ What if it's the first person who looks at your house?
