

# Seller Pre-Listing Questionnaire

Before any meeting with a seller, make sure you've asked, and answered, all the following questions

Client: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Hi, this is <Name> at <Broker> . Do you have a few minutes?

Now that we have a time scheduled for me to come out, there are a few questions I want to ask so I can be fully prepared.

## **MOTIVATION**

1. Are you ready to list your home with me when I come out, or is this an appointment to discuss price and preparation?
2. What are your top 2 goals from our meeting?
3. What has you thinking about moving?
4. What goals will that accomplish for your family?
5. Will you be purchasing another home? And do you need the money from the sale of this
6. home to put towards the purchase of the new home?
7. How soon do you have to be there?
8. Can we put you in touch with a Top REALTOR in the area you will be moving to?
9. In the event the property doesn't sell, what's your backup plan?

## AGENT REQUIREMENTS

10. What's most important about the REALTOR you choose to sell your home?
11. Do you plan on interviewing more than one agent for the job of selling your home?

## PRICE

12. How much do you want to list your house for realistically?
13. As a professional real estate agent, I study the real estate market every day. I assume you'll list with me at a price which will cause your home to sell quickly, is that correct?
14. What is a price you won't go below?
15. Is there anything positive or negative about your house that could affect the price?
16. How much do you owe on the property?
17. *Why does that matter?*
18. It doesn't matter at all, just allows me to be prepared and show you what amount you might be able to get back at closing. Is that important to you?
19. I know I'll see it in detail, and I'd love for you to quickly describe your house for me? (Identifies their DISC)
20. I'll drop off some information about my marketing for you to review before we meet. After you look through it, we'll discuss any questions when we meet.
21. Do you have any additional questions before we meet?
22. The meeting will only take about 30 minutes, will that be okay?

Great, I'm looking forward to seeing you on \_\_\_\_\_ at \_\_\_\_\_ am/pm!