



SELLER NAME: _____

ADDRESS: _____

PHONE (HOME): _____ (CELL): _____

Would you mind sharing with me your reasons selling?
(Look for type of motivation and degree of urgency.)

Where are you moving to?
(Suggest your company's Relocation services, if appropriate.)

How soon do you need to move?
(Time pressure may motivate to use alternative financing.)

How do you feel about moving?
(Get reaction of all parties involved.)

How does the rest of the family feel about moving?
(Children's attitude can be important.)

Did you buy or sell properties before?
(Explore attitude towards real estate)



What do you know about recent market activity in the area?

(Learn how much they know about pertinent sales and current listings and how they were sold.)

Realistically, what do you think would be the best price obtainable for your home?

(You must know and respect their point of view.)

Why did you decide on that particular value?

(This will help you learn the strength and validity of their opinions.)

What feature of your property will help us to sell your home faster?

(Honesty and attitude towards his property.)

What feature of your property will hamper, your property value or make it harder to sell your property faster?

(Honesty and attitude towards his property.)

If we both come to an agreement in terms of price and marketing, would allow me to start marketing your property from today?

(Will the seller sign the listing agreement? you can also adjust plan accordingly.)
