**Pre-Listing Information**

Seller(s) Name(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Mailing Address (If different):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Appointment Date:\_\_\_\_\_\_\_\_ Time:\_\_\_\_\_\_\_\_\_\_ Location:\_\_\_\_\_\_\_\_\_\_\_

Are you the only person on title to the property?\_\_\_\_\_If no, who else\_\_\_\_\_\_\_\_\_

Do you have about 5 minutes so I can ask you some very important questions before I come out to meet you?

How did you hear about me?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**MOTIVATION**

Why are you selling?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Where are you moving?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why is that important to you?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How soon do you have to be there?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you need an Agent there?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If we sell your home in the next 30 days, will that pose a problem for you?\_\_\_\_\_\_

If “yes,” what would the problem be?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

So, with that time frame in mind, on a scale of 1 to 10, how motivated are you to sell your house? 1 2 3 4 5 6 7 8 9 10

Was your home listed before? Yes No

What was your home listed at?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many showings did you have and how often?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Any offers?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Additional Comments\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**FINANCIALS**

How much do you think your home is worth in this market?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How did you determine that price? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In order to make (motivation) possible, what amount do you need to walk away with?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How much do you owe on the property? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1st loan\_\_\_\_\_\_\_\_\_\_\_\_\_ 2nd loan\_\_\_\_\_\_\_\_\_\_\_ Line of credit\_\_\_\_\_\_\_\_\_\_\_

Are you up to date on payments? Yes No

Have you recently refinanced? Yes No

Have you had a recent appraisal? Yes No

**HOUSE**

Tell me about your house

Sq. ft\_\_\_\_\_ Stories\_\_\_\_\_\_ Beds\_\_\_\_\_ Baths\_\_\_\_\_\_

Type of Garage\_\_\_\_\_\_\_\_\_\_\_\_ Age of the house\_\_\_\_\_\_\_\_\_\_\_\_\_

Model\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Subdivision\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe your location within your subdivision (view, backs to main, privacy, etc.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lot size\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Special Features\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What sold you on buying your home?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Have you done any updating on your home since you bought it? If yes, what kind of updating?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What challenges do you see in selling your house?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Rate your home on a scale of 0-10\_\_\_\_\_\_\_. What would make it a 10?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How can I make this a 5 Star Experience for you?**

What are three things you are looking for in a Realtor? (What 3 things can I do that by doing so, would motivate you to write a 5 star review for me and refer me to your family and friends?)

What are three things you are looking for in a Realtor?

1)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What do you feel your last agent did well?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*\*Only say this if you intend to\*\*\*

I’ll be sending you a packet of information. Will you take a few minutes to review it before we meet? Yes No (confirm e-mail address): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you have any questions before we meet?

Will all decision-makers be there when we meet?

Have you or are you going to talk with any other agents? If yes, when\_\_\_\_\_\_\_\_\_\_

Great! At our meeting we will go over (motivation) as well as your goal of getting (price) for the house. We will interview each other to make sure it’s a mutually good fit for us to work together and if all sounds good, **are you prepared to sign the paperwork with me and activate the next step?**

Our meeting will take between \_\_\_\_ and \_\_\_\_ minutes, OK?

I look forward to meeting with you on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at **\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**