

Pre-Listing Interview

(Rapport building; FORD; how did you get my name; etc. – then explain process.)

If it is all right with you, I would like to ask you a few questions and then set up a time for us to get together. These questions are to help me prepare for our meeting and should take about 10 minutes. Is this an okay time with you?

1. Name: _____
2. Property Address: _____
Mailing Address: _____
3. Owners/Decision Makers: _____
Phones: (H) _____ (B) _____ (C) _____
Fax: _____ Email: _____
4. Why are you selling? _____
5. When do you need to move? _____
6. Could you describe your house for me? _____
Beds _____ Baths _____ Sq. Ft. _____ Style _____ Lot Size _____ Bsmt? _____
7. How long have you owned your home? _____
8. What sold you on your home when you bought it? What features did you like?

9. Have you done any updating to the home since you bought it?

10. If you were to stay in your home another five years, is there anything you would do to it?

11. For a moment pretend to be a buyer and look at your home through “Buyer Eyes”.

On a scale of 1 to 10, how would you rate its condition? (Model home = 10, Poor Condition = 1)

- What would it take for your house to be a 10? _____
- 12. What are you going to be asking for the property? _____
- 13. Do you own your property free and clear or do you have a loan?
 - Have you had a recent appraisal? _____
 - Have you recently refinanced? _____
 - Do you happen to know the approximate balance? _____
- 14. What are 3 things you are looking for in a Realtor?

- 15. Are you interviewing any other brokers for this job? When are they being interviewed?
 - Name _____ Company _____ Time _____
 - Name _____ Company _____ Time _____
 - Name _____ Company _____ Time _____
- 16. Have you considered going for sale by owner? _____
- 17. Have you sold a property before? _____
- 18. Is there anything else I should know about your home?
- 19. Do you have any questions for me?
- 20. Explain what happens next: One Call _____ Two Call _____ Prelisting Packet _____
- 21. Set appointment: Day _____ Time _____ Place _____
- 22. Referral follow-up (if applicable)