

# SELLER QUESTIONNAIRE

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1. Name: \_\_\_\_\_

2. Property Address: \_\_\_\_\_

3. Mailing Address: \_\_\_\_\_

4. Marital Status: \_\_\_\_\_

5. Owners/Decision Makers: \_\_\_\_\_

6. Phone Numbers

Home: \_\_\_\_\_ Business: \_\_\_\_\_

Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

7. What is your reason for moving at this time? \_\_\_\_\_

8. What will this move mean for you and your family? \_\_\_\_\_

\_\_\_\_\_

9. On a scale of 1-10, 10 being the highest, how important is it for you to sell your home within:

30 days \_\_\_\_ 90 days \_\_\_\_ 120 days \_\_\_\_ other \_\_\_\_

10. Why did you pick that time frame? \_\_\_\_\_

11. Describe your home

Beds: \_\_\_\_\_ Baths: \_\_\_\_\_ Square Feet: \_\_\_\_\_

12. How long have you owned the home? \_\_\_\_\_

13. What sold you on the home when you purchased it? \_\_\_\_\_

\_\_\_\_\_

14. Tell me any special features you would like to highlight \_\_\_\_\_

\_\_\_\_\_

15. Tell me about remodeling and updates you've done \_\_\_\_\_

\_\_\_\_\_



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16. What do you owe on the property? \_\_\_\_\_
17. Do you have a second mortgage? \_\_\_\_\_
18. I will be doing research on your property and have not had the opportunity to see it, what price range should I study? \_\_\_\_\_
19. What are the most important services and traits that you are looking for in a sales associate you select to market your home? \_\_\_\_\_  
\_\_\_\_\_
20. How many houses have you sold in the past? \_\_\_\_\_
21. How would you rate your experience? Great/Good/Difficult/Terrible
22. What would you like your sales associate to do that your previous one did not do?  
\_\_\_\_\_  
\_\_\_\_\_
23. How will you be making a decision to hire a professional and get the marketing started on your home? \_\_\_\_\_  
\_\_\_\_\_
23. Have you considered For Sale By Owner? \_\_\_\_\_
24. How did you get my name? \_\_\_\_\_
25. Where can I deliver information for you to review before our appointment?  
\_\_\_\_\_  
\_\_\_\_\_
26. Here is what happens next:
- |   |   |
|---|---|
| <input type="checkbox"/> Set appointment date & time: _____         |   |
| <input type="checkbox"/> Deliver pre-listing package                | <input type="checkbox"/> CMA research and review                          |
| <input type="checkbox"/> Take picture of home to use in appointment | <input type="checkbox"/> Review seller objection cards before appointment |
| <input type="checkbox"/> Follow-up call                             |   |



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