

PRE-LISTING INTERVIEW

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1. Name: _____
2. Property Address: _____
3. Mailing Address: _____
4. Marital Status: _____
5. Owners/Decision Makers: _____
6. Phone Numbers

Home: _____ Mobile: _____
Business: _____ 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 about remodeling and updates you've done

15. What do you owe on the property? _____
16. Do you have a second mortgage? _____
17. I will be doing research on your property and have not had the opportunity to see it, what price range should I study? _____

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18. What are the most important services and traits that you are looking for in a sales associate you select to market your home?

19. How many houses have you sold in the past? _____

20. How would you rate your experience? Great/Good/Difficult/Terrible

21. What would you like your sales associate to do that your previous one did not do? _____

22. How will you be making a decision to hire a professional and get the marketing started on your home?

Name/Company: _____

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:

Set appointment date and time: _____

Deliver pre-listing package: _____

Take picture of home to use in appointment: _____

Follow-up call: _____

CMA research and review: _____

Review seller objection cards before appointment: _____