

Seller's Pre-listing Questionnaire

1. Why are you selling? _____

2. Where are you planning to move? _____

3. How soon must you be settled? _____

4. Do you need the name of a CRS at your new location? _____

5. Are you willing to list your house at fair market value? _____

6. And you want me to handle the process for you? _____

7. Do you want to price your house **as is** or do you plan to make changes (i.e., painting, replace carpeting, etc.)? If you are going to make changes, what are you planning to do?

8. Based on the market's supply and demand, where do you believe we should price your house to get you to your new location on time? _____

9. Would you like to see your odds? _____

10. Do you think that will get you there on time? If not, what's "Plan B"? _____

11. If we get to the specific date and your house isn't sold, what would you do? _____

12. If we receive a contract for \$ _____ what would you do? _____

13. If we find a buyer in the first 72 hours, are you going to be OK with that? What if it's the first person that looked at your house? _____

14. Name the three most important "qualities" you expect from your Realtor®? _____

Seller's Property Questionnaire

1. Name: _____

2. Address: _____

Mailing Address: _____

3. Marital Status: _____

4. Other Decision Maker(s): _____

5. Home Phone: _____ Business Phone: _____

6. Fax: _____ E-Mail: _____

7. Why are you selling? _____

8. Type of House: _____ Lot Size: _____

9. Square Feet: _____ Basement: _____ yes _____ no

10. How long have you owned this house? _____

11. Why did you buy this house? _____

12. What improvements have you made? _____

13. What price are you going to ask for this house? _____

14. How much do you owe on the mortgage? _____

15. Will you be interviewing any other Realtors® for the sale of your house? If so, when?

a. When _____ Name: _____ Company: _____

b. When _____ Name: _____ Company: _____

c. When _____ Name: _____ Company: _____

17. Have you considered selling as a For Sale By Owner? _____

18. How did you get my name? _____

19. What caused you to call me today? _____

20. Why didn't you call me yesterday or tomorrow? _____

Realtor® Interview Questionnaire

1. What professional real estate designations have you earned?
2. If the agent hasn't earned the CRS and GRI designations, ask "why not?"
3. Is this a part-time or full-time job for you? (*Answer: This should be their full-time business, not a job. Only employees work at jobs.*)
4. What classes, seminars or professional events have you attended in the past year?
5. May I see the Home Book you prepared for one of your listings?
6. Describe the current market conditions of the immediate area? (*Answer: Trends for market time; price; and absorption rate.*)
7. How do you compute absorption rate? (*Answer: Divide the number of active listings by the pending sales reported for the week.*)
8. Will you post a visual tour on-line and if so, how many photos will be included in the tour? What about panoramic views? What software program do you use?
9. What type(s) of reports will you provide us and how often? (*Answer: Weekly updates during marketing and escrow phases and as changes occur.*)
10. May I see a copy of your written Marketing Plan?
11. How many houses have you sold in this neighborhood in the past 18 months?
12. May I have a copy of your resume or personal brochure?

Generic Marketing Plan:

1. Order yard sign
2. Alert other agents in office of new listing
3. Provide color copies of property marketing sheets
4. Take digital photos and prepare Visual Tour™
5. Prepare detailed and personalized home book
6. Write classified advertising
7. Make eight Visual Tour™ CDs for the house
8. Enter listing into multiple listing service
9. Register the tour at *visuالتour.com*
10. Paste Visual Tour™ link into multiple listing service printout
11. Begin weekly marketing reports

Note: These 11 steps address only the minimum tasks I recommend for marketing your property. When we agree that I will represent you, then I'll prepare a more detailed and personalized marketing plan for your review and approval.