



PRE-LIST INTERVIEW

Build Rapport; FORD-Family, Occupation, Recreation and Dreams

ASK: How did you get my name; etc.

ASK: 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?

ABOUT YOU

Name: _____

Property Address: _____

Mailing Address: _____

Owners/Decision Makers
(2 people): _____

Email: _____

ABOUT YOUR HOME AND SITUATION

Why are you selling? _____

When do you need to move? _____

Where are you moving when
your home sells? _____

Describe your house. _____

Beds _____ Baths _____ Sq. Ft. _____ Style _____ Lot Size _____ Basement _____

How long have you owned your home? _____

What sold you on your home when you bought it? What features did you like?

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

Imagine this, if you were buying your home today, is there anything you would want to change?

On a scale of 1 to 10, how would you rate its condition? (10 being Model Home, 1 being poor condition) _____

If it's not a 10 now, what would it take to make it a 10? _____

ABOUT THE SELLING PROCESS

Do you have a price in mind yet for the property? _____

Do you own your property free and clear or do you have a loan? _____

Do you happen to know the approximate balance? _____

Have you had a recent appraisal? _____

Have you recently refinanced? _____

What are you looking for in a Realtor®?

What are your biggest fears about selling your home? _____

Are you interviewing any other Realtors® for this job? _____

Have you sold a property before? _____

Is there anything else I should know about your home?

Do you have any questions for me?

Close for the appointment!

ASK: I am available Day & Time _____ or Day & Time _____ what works best for you?

Explain what happens next: 1st Appt _____ 2nd Appt _____ Pre-listing info _____

Set appointment: Day _____ Time _____ Place _____

Explain the length of time needed & the next steps.

Send seller homework.

Ask for permission to send a referral (if applicable) then go to eraeverything.com helpful link.