Source:_____ Contact Date:_____ Listing Appt. Date:_____ Time:_____

SELLER SHEET: Name:_____ Address:_____

Phone: _____ Cell:_____Email:_____

1. Before I come out…I need to get a little more information from you…so I can do my homework. Do you have a couple of minutes? Great!
2. When we get together, if everything looks good,* and you feel confident… I am the right agent to…sell your property...are you planning to…hire me…when we meet? _____ Terrific!
3. Are you interviewing any other agents…or am I the only one?* _____ Good!
4. When you...sell this property…where are you moving?_____. Fantastic!
5. What's taking you to ___?/Why are you making the move? _____. Good for you!
6. How soon do you need to be there? _____. Great!
7. If we…sell your home in less than 30 days…would that be a problem for you? ____ Excellent!
8. What would happen if your property just didn't sell? _____. Really!
9. What price are you thinking you would like to…list your property for...realistically? _____.
10. And of course, I research the market every day...so obviously, we'll make sure we…list your home…at a price that will…get it sold, correct? _____ Perfect!
11. What do you think is the lowest price you would consider? _____ Got it.
12. How much do you owe on the property? _____. Good!
13. Have you thought about trying it...for-sale-by-owner? (No/Yes) Terrific/Got it!
14. Will you briefly tell me about your home? _____

Bed:_____ Baths:_____ Garage:_____ Pool:_____ Lot:_____

Special Features:

15. How would you rate the condition of your home...from 1 to 10...10 being like brand new? _____
16. What would it take to make it like new? _____
17. Besides that...is there anything else positive or negative that buyers might notice? _____
18. I'm going to email you some information* for our meeting, will you go through it before we meet?___
19. What questions do you have, if any, before you're ready to...get the ball rolling...and...put me to work for you? _____
20. And last thing, will ____ (all decision-makers)…be there…for our appointment?** (Yes) Perfect!
21. I look forward to seeing you _____ at _____!

NOTES:

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Source:_____ Contact Date:_____ Listing Appt. Date:_____ Time:_____

PRE-QUALIFYING NOTES:

2.*For FSBO's add: "and the numbers work..."

3.*[IF YES, Interviewing other agents] "Can I safely assume you won't…make a decision…until after you…meet with me, correct?" (Yes.) Excellent!

18.*Normal Contents of the Pre-Listing Pack: Your Action Plan/Brochure, CMA, Net Sheet, Listing agreement and disclosure documents. Optional: Personalized video and/or any web links, samples, etc.

20.*[IF "NO," All decision-makers present] Then let's do this...let's find a time when all of us can meet...that way we can make sure both/all of your questions are answered and that you and _____...feel comfortable… hiring me to sell your home. Because obviously I will be working for both of you, right? (Yes.) ...And I want both of you to… know you're making the right decision...yes? (Yes.) Perfect.

DO NOT handle objections during the pre-qualifying phase. Remember the only goals before you meet is getting the appointment and making sure they are motivated to sell.

Basic Objection Response on the phone:

1. That's a great question…and obviously that's one of the things we'll go over when we meet. Fair enough?

OR

2. That's exactly why we should…get together…so we can go over that… Which works better for you…tomorrow at 2:15? …Or would 4:15 be better?

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