

Pre-Listing Interview

Client Names:

Phone Number:

Appointment Date & Time:

- **Can the sellers sell?**
- **Do they want to sell?**
- **Are they ready to sell?**
- **Do I want to work with them?**

Take a deep breath. Relax. Smile.

Can you please take a moment and tell me about your plans:

What's the reason for selling the house?

How important is it to you?

Where will you be moving to?

If all goes well, how soon would you like to be there?

Have you found a new home yet?

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Please tell me a bit about your house:

Your public tax record shows ____ bedrooms, ____ baths, _____ square feet. Does that sound right?

How long have you lived there?

Are there any repairs you'd like to get done before it sells?

Any additions? Permits?

Have you done any remodeling recently?

Any potential issues?

What is the balance on our mortgage?

As far as the price....

I will put together a detailed market evaluation and we'll go over it when I see you... but to give me an idea, ideally what would you consider a fair price for your house?

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What is more important to you: time it will take to sell and close or the sales price?

What concerns you the most about selling your house?

What would you like to talk about when we meet? What areas would you like to focus on?

Will you be interviewing other agents?

How will you chose your agent?

Great, I'm really looking forward to seeing you on _____.

Who else is involved in the sale? Will you please make sure they are there? We'll go over all the information and we should be done in about 30 minutes. Is that OK? Great.

We will be putting an information packet together for you. You should have it in just a couple of days. Please take a moment and read through it.

I'll call you one more time to confirm our appointment. Meanwhile, is there anything else I should have asked today but didn't?

Great. Please do give me a call if a question pops up.

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One last thing - may I ask you a favor. I'm going to prepare for our meeting as soon as I get off the phone. Would you please hold off on listing with another agent until we meet. That way, you'll have all the information you need to make the right decision and pick the best agent. Will you promise me that?

Great, thank you.

I'm really looking forward to our meeting on _____.