

Pre-Qualify The Listing Presentation:

Before I come over.....There are a number of questions I need to ask you...ok?

1. If what I say makes sense and you feel comfortable and confident that I can sell your home...are you planning tolist your home with me when I come out tomorrow?
2. Are you planning to interview more than one agent for the job of selling your home? (If yes, what process or criteria will you use to determine which agent you choose to represent you?)
3. Tell me again...where are you moving to?
4. How soon do you have to be there? (3 mos.) Great!
5. When I see you...how much do you want to list your home for? As a real estate agent, I study homes and prices everyday....therefore I assume you'll list with me...at a price that will cause your home to sell....correct? So...what price won't you go below?
6. How much do you owe on the property? (\$100,000) Excellent!
7. Have you ever thought about selling it yourself? (No) Terrific! (Yes) Interesting.
8. Would you please describe your home for me? On a scale from 1 -10, 10 being the best how would you rate your home? (8) What would make it a 10?
9. Are there any other decision makes that will be involved in the process? (My wife) And will she be there tomorrow when we meet?
10. I'll be sending over a package of information available on your property...will you take a few minutes and review it prior to our meeting? (Yes) Thank you.
11. Also if you can have utility information available on your property and a spare key for the lockbox that would be great.
12. Do you have any questions before I arrive?

So you know our meeting should only be between 30 – 45 minutes (to include paperwork) is that ok? I look forward to seeing you tomorrow at 7 and assisting you with the sale of your home!