

QUESTIONS TO ASK IN YOUR REAL ESTATE CONSULTATIONS

GENERAL QUESTIONS:

- What went well in your last real estate transaction?
- What didn't go as planned in your last real estate transaction?
- Why aren't you using the real estate agent you used previously?
- What are your financial goals with regard to real estate?
- Where does real estate fall in your financial priorities?
- What do you think is the main job of a real estate agent?
- What do you know about how real estate agents get paid in a transaction?
- What are your impressions of a real estate transaction?
- What are you looking for in a real estate agent? What do you want a real estate agent to do for you?
- What do you know about the agents you are interviewing/how did you choose the agents you're interviewing?

LISTING APPOINTMENTS:

- What are your favorite things about your home?
- What is your favorite room in the house and why?
- What do you think a buyer will love most about your home?
- What are your favorite things about the neighborhood/area?
- What are your least favorite things about the neighborhood/area?
- What drew you to purchase this home?
- How did you find this home before you purchased it (internet search, drive-by, real estate agent identified, etc.)?
- What is one thing you would change about this home if you weren't moving?
- How much do you currently owe on your home?
- What listing price do you think is right for your home? How much do you believe your home is actually worth (and if there's a difference, why do you think this discrepancy exists)?
- What do you think are the possible roadblocks to you being able to get the price you want versus the price you think it will bring?
- What is the most important part of the sale process for you?
- What is your reason for wanting to sell right now?
- What repairs do you know need to be done in order to sell your home?
- On a scale of 1 to 10, how honest may I be with you about the condition of your home?
- Are there any fixtures in your home that will not be included in the sale?
- Who are the other decision makers/influencers in your home sale?

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- If you are just beginning to think about the selling process and you're not 100% decided yet, what will it take to get you to being 100% ready?
- When do you need to have access to the proceeds from the sale?
- How quickly do you want/need to be on the market?
- How quickly do you want/need to be closed?
- Where are you moving? How soon do you need to be there, and why?
- What are your biggest concerns about selling/selling now?
- What is the alternative if you do not sell your home within your timeframe?
- What do you currently know about the real estate market where your home is located?
- What do you know about the home selling process?
- What questions do you have for me?

BUYER CONSULTATIONS:

- What is your reason for wanting to buy right now?
- Describe your dream home.
- What are the features that the home you're purchasing must have?
- What are the features that the home you're purchasing must NOT have?
- Which lenders have you spoken to?
- How much are you prequalified/preapproved to spend? How does that compare to how much you *want* to spend?
- Do you need to keep your monthly payment under a certain number?
- Will this be a primary residence or an investment property?
- What types of loans are you considering?
- How important is location in your search, and why?
- What areas are you considering?
- Are you familiar with the costs associated with purchasing a home, beyond just the downpayment?
- Are you familiar with how a mortgage payment is calculated and the other costs that go into calculating that final, monthly number?
- How much money do you have available, currently, for downpayment and closing costs?
- Do you have any outstanding judgements, divorce, legal cases, etc. that could affect the loan approval and/or closing process for your mortgage?
- How long do you think you will own/live in this home?
- Do you need to sell another property before you can buy this home?
- What do you currently know about the real estate market in the areas you're considering?

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- What is the alternative if you do not find a home to buy in your timeframe?
- What do you know about the home buying process?
- What questions do you have for me?

INVESTOR CONSULTATION:

- Do you currently own any investment properties?
- Have you purchased investment properties before?
- What property investment strategy are you currently focused on (fix and flip, long-term hold, short-term rental, etc.)?
- What type of property are you considering (single-family home, condo, townhouse, multi-family, etc.)?
- What is more important to you – cash flow or long-term growth?
- Do you have a price range in mind?
- Have you already spoken to a lender about financing for an investment property?
- What criteria do you use to determine whether or not a property fits your needs?
- How soon are you hoping to purchase your first/next investment property?
- Are there any other investors purchasing with you and/or are there any other decision-makers involved in this transaction?
- Do you have a CPA and/or financial planner that you want looped in on the conversation?
- Are you familiar with 1031 tax-deferred exchanges?
- Do you have a 1031 intermediary you prefer to work with?
- How familiar are you with the market in which you are hoping to buy your first/next investment property?
- How familiar are you with the risks associated with investing in real estate?
- Do you plan to hire a property manager or manage the property yourself? Are you familiar with the process of managing your own property? Do you have a property manager already or do you need a referral to one?
- What questions do you have for me?