

Seller Pre-Qualification Script

Seller(s) Name(s): <i>Clarify Spelling & Pronunciation</i>	
Current Mailing Address:	
Address of home to be listed:	
Phone:	Email:
Preferred method of communication:	
Appointment Date:	Time:

Intro:

"Hi! Is this Sara?"

Hey Sara, this is _____ with Firefly Realty at Keller Williams. I got your contact information from _____ at _____ and she mentioned that you were making plans to sell your home. She suggested that I reach out to you to find out how we can be helping you!"

1. What is your property address?
2. What is your mailing address (if different than the property address)
3. Do you currently live in the home? (or is it vacant/tenant occupied, etc?)
4. When your home sells where are you moving?
 - a. If out of town, ask if they are already working with an agent there. If not, mention referral network and connect them with referral agent.
5. What is motivating you to move there?
6. How soon do you need to be there, or, what is your ideal timeline for making this happen?
7. If your home sold more quickly than that, would that pose a problem for you?
8. What would happen if your home did not sell?
9. How long have you owned this property? / In what year did you purchase this property? How much did you pay? How much do you currently owe on your property?
10. Have you had a recent appraisal on your property for any reason?
- 11. Please clarify the basic details of your home: Style; beds/baths; approximate square footage (by level); year built; approximate acreage; garage (and location).**
12. Are you in a specific subdivision? What is it called? About how many homes are in your neighborhood?
13. How would you describe the overall condition of your home? Any notable updates/upgrades or additions?
14. What do you think will be the best selling points about your home or neighborhood?

15. Any drawbacks you can think of?
16. Have you looked online to check out the prices of similar homes for sale in your neighborhood? Based on what you've looked at, what price range are you expecting to sell in?
17. If you were purchasing your home again today, how much would you pay for it?
18. Is anyone other than you on the deed of the property? Are you married? When we meet, will all decision makers be present?
19. Is this the only property you intend to sell, or are there others?
20. If selling AND buying: Do you need to sell to make your purchase? .
21. Do you have any questions before we meet?
22. What is most important to you for us to cover during our meeting?
23. Other than a discussion on price, market conditions, and marketing strategies, is there anything else that I should be prepared to discuss with you at your appointment?

****Set an Appointment (Listing/Hybrid Agents)****

24. It sounds like it may be helpful for us to set an appointment to meet at your home so that I can get you some more information about what's going on in the market, talk about current pricing strategies, and show you how my team and I can help you to make this move!

I have two appointments available... which one do you prefer?

****OR (Buyer's Agents)****

25. It sounds like it may be helpful *for you to meet with one of our team's lead listing agents, so they can give you* some more information about what's going on in the market, talk about current pricing strategies, and show you how my team and I can help you to make this move!

He/She has two appointments available... which one do you prefer?

26. **If you feel comfortable at our meeting, will you be ready to sign a listing agreement at that time?**

27. Is this the best phone number to reach you on?

28. I'll be sending you an email with a link in it where you can fill out some additional information and details about your property. If you are able to complete this questionnaire prior to our meeting, it will help me to be more prepared. If not, not big deal, we can cover everything when we are together. **What is the best email address to send this to?**

29. **While I have you on the phone... Is there anyone else you know who's making plans to buy a home, sell a home, or invest in real estate this year who I could be helping?**