

SELLER INTERVIEW FORM

Name _____ Date _____

Address _____

Subdivision/City _____

Home Phone _____ Mobile Phones _____

E-mail Addresses _____

Where are you going & How soon do you need to be there? _____

Are you already working with an agent? _____

Sq. Ft _____ Per _____ Year Built/Age _____ Lot Size _____

Bedrooms/Baths _____ # Stories _____ Mstr Up _____ # Fireplaces _____

Garage _____ Att/Det? _____ # Living Rooms _____ # Dining Rooms _____

Roof Type/Condition _____ Exterior _____ Fence Type _____

Patio/Deck? _____ Covered/Open _____ Security System _____

Sprinkler? _____ Front / Back _____ Pool Type/Age _____ Hot Tub, Portable/Built-in

Hot tub condition on scale of 1-5 (5 is great) P _____ HT _____

Extras (i.e.: outdoor kitchen) _____

School District: _____

Circle all that Apply:

Study Gameroom Media Room Exercise Room Wet Bar Separate Quarters

Built-in Cooktop/Oven Range Microwave Disposal Dishwasher(s) Compactor

Kitchen Island Refrigerator Remains Utility Room Washer and/or Dryer Remains

Extras (e.g: outdoor kitchen) _____

Updates: Appliances? _____ Hardwood floors? _____

Counters/Cabs: Bathrooms? _____ Hardware/Fans? _____

Stair rails? _____ Paint colors: _____ Wood Stain/Paint? _____

Financing Details:

Original Sales Price _____ Year Bought _____

Loan Balance _____ 2nd Loan Balance _____

Monthly Payment(s) _____ Last Payment Date _____

Taxes/Insurance Inc' in Pmt? _____ Refi Date/Amount _____

HOA? _____ Mo/Ann Dues _____ FHA? _____

Pre-List Questions:

What was the #1 reason you bought this house? _____

When was the house last on the market? _____

In considering recent area sales, is there a particular property you want me to pay special attention to? _____

What date do you need your home sold by? _____

Are you interviewing anyone else? No _____ Yes/ Who _____

Will you be home (for the pre-listing package delivery) Best Time: _____

Of course, you and your spouse / (partner) will both be there, right? _____

Please have your loan documents, survey, key and payment coupon to speed up the process.

Creating a Listing Presentation

1. Qualifying the client & the property.

- Be prepared by always having Seller Interview Forms available
- Discover their motivation and determine their goals.
- Gather information to price the property in advance.
- Determine their financial ability to sell now.
- Know their attitude re: property's value in advance.

2. Pre-selling you and your Agency in advance.

- Deliver pre-listing packages that personalize your presentation.
- Include your references/testimonials, track record & achievements, CRS, etc.
- MLS paperwork, disclosures, MIL's, utilities, warranties, etc.
- Buyers buy houses, Sellers buy image!*

3. Pricing Precision.

- Select comps according to Appraisers' guidelines.
- Turn the comps into the sellers' property by using adjustments.
- Develop tight price ranges since you haven't been inside the home Yet.
- Calculate Absorption Rates to discuss Supply & Demand.
- NEVER let them keep your CMA unless you have a signed listing agreement!