

Buyer's Needs Analysis

(Transfer to company letterhead)

- **Why are you moving?**
- **How soon do you want/need to move?**
- **Have you been pre-approved or pre-qualified by a lender?**
- **Have you ever purchased a property before?**
- **Did you use the services of a *Realtor*?**
- **How would you characterize the experience(s)?**
- **How long have you been looking?**
- **Are you currently committed to another agent? Exclusively?**
- **Approximately how many properties have you previewed?**
- **What held you back from purchasing one of those properties?**
- **Were there any properties on the internet or in the local area/media that caught your attention?**

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- Are you familiar with the _____ area?
- Do you own or are you renting?
- Do you need to sell or terminate a lease before you can buy?
- Please share with me the process you typically follow when making important decisions like this.
- When I find you the kind of property you want are you in a position to seize the opportunity?
- Will anyone else be involved in, or consulted, when making a decision to purchase?
- What can I do to assist you with the information you need to make the right decision?
- What is most important to you when working with a Realtor?
- Do you have any friends, relatives or acquaintances who need to buy or sell?
- What are the best days of the week for us to preview properties?