

'Seller's Needs Analysis'

- **WHAT do you expect of the real estate agent and/or real estate company you will ultimately select to represent you in the marketing and sale of your property?**
- **Is there anything else? (Repeat to encourage additional seller input!)**
- ***What has motivated you to be thinking of selling your property at this time?***
- ***Where are you moving to?***
- ***When do you want/have to move?***
- ***What are your plans if the property does not sell by then?***
- ***What do you feel your property is worth?***
- ***How did you arrive at your asking price?***
- ***Is there any price flexibility?***
- **Have you ever sold a property before?**
- **Did you use the services of a *Realtor*?**
- **Was that a positive or negative experience?**
- **What did the agent do that pleased/displeased you?**

'Seller's Needs Analysis'

- **How long ago did you purchase the property?**
- **What major improvements have you made?**
- **What do you like most about your property?**
- **What do you like least about your property?**
- **Who else are you talking to about assisting you with the marketing and sale of your property?**
- **Are you aware of any other properties currently for sale or recently sold in this area?**
- **What is most important to you...**
- **price/ timing/convenience?**
- **How do you feel about owner and/or government (FHA/VA) financing?**
- **What is most important to you in selecting an agent/company to represent you?**
- **Do you have anyone who has expressed an interest in buying your property?**
- **What will it take to get you to list the property with 'Moi' tonight?**