

# PRE-LISTING QUESTIONNAIRE

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Seller name: \_\_\_\_\_ Email: \_\_\_\_\_ FAX #: \_\_\_\_\_  
Mailing address: \_\_\_\_\_ City/State/ZIP: \_\_\_\_\_ Address: \_\_\_\_\_  
\_\_\_\_\_

01. How did you hear about (team name here)? \_\_\_\_\_
02. Why do you want to sell? \_\_\_\_\_
03. When would it be convenient for all decision makers to meet with one of us? \_\_\_\_\_
04. Where are you moving to? \_\_\_\_\_ Do you know a real estate professional there? \_\_\_\_\_
05. When do you need to sell? \_\_\_\_\_
06. How much do you want to list for? \_\_\_\_\_
07. How much are your underlying loans? 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ PITI: \_\_\_\_ % \_\_\_\_ PITI: \_\_\_\_ % \_\_\_\_ PITI: \_\_\_\_ % \_\_\_\_
08. Are you interviewing any other agents? \_\_\_\_\_
09. If we answer your questions to your satisfaction, will you list your property when you meet us? \_\_\_\_\_
10. What are you looking for in hiring an agent? \_\_\_\_\_
11. Note: was commission mentioned? \_\_\_\_\_

## FUTURE HOME

Price Range \$ \_\_\_\_\_ Minimum \$ \_\_\_\_\_ Maximum \$ \_\_\_\_\_  
Down Payment \$ \_\_\_\_\_ Monthly Payment \$ \_\_\_\_\_  
# Bedrooms \_\_\_\_\_ # Baths \_\_\_\_\_ Special Features: \_\_\_\_\_  
Square footage \_\_\_\_\_  
House type:     Single Family     Townhouse/Condo     Patio Home  
Parking:     2 Garage     3+ Garage     2 Carport \_\_\_\_\_

## ACTION NEEDED

\_\_\_\_ Mail/Deliver Prelist Package  
\_\_\_\_ Put on CRM Campaign  
\_\_\_\_ Thank you letter \_\_\_\_\_ reason  
\_\_\_\_ Follow up in \_\_\_\_ days  
\_\_\_\_ Thank referring party

## ACTION TAKEN

\_\_\_\_ Mail/Deliver Prelist Package (date) \_\_\_\_\_  
\_\_\_\_ Put on CRM Campaign  
\_\_\_\_ Sent thank you letter  
\_\_\_\_ Rescheduled follow-up call  
\_\_\_\_ Referring party thank you sent (date) \_\_\_\_\_

## COMMENTS/APPOINTMENT DATE & TIME:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ADVERTISING

- Magazine
- Print ad
- Paid leads

## WEB/INTERNET

- Website
- Social media
- Paid internet

## OTHER

- COI
- Past client
- Referral
- Agent ref.
- Sign call
- Flyer
- Open house
- Expired
- FSBO
- Other