

# NINJA 気 SELLING

## Listing Consultation Worksheet

### After the Property Walk-Through:

1. How many properties have you sold? \_\_\_\_\_ Last time you sold a property? \_\_\_\_\_

How did that go for you?: \_\_\_\_\_

Tell me about your experiences with your last transaction? What did you like about the process? What would you like to change?

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

If you could wave a magic wand, and have this sale go just the way you want it, what would that look like?

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

2. Review - Reasons for selling \_\_\_\_\_

3. Review- Where are you going? (Do you need help finding your new home?) \_\_\_\_\_

4. Review - When would you like to be there? (Put dates on a calendar)

Move in Date to new house? \_\_\_\_\_ Closing Date on this house? \_\_\_\_\_

Under Contract date? \_\_\_\_\_ 1<sup>st</sup> Day On The Market? \_\_\_\_\_

What if we get to \_\_\_\_\_ (date) and your house isn't sold? What is your Plan B?

What if we get an offer with an immediate closing? Will that work for you?

5. Do you have any other properties you need to sell? \_\_\_\_\_ Would you like help? \_\_\_\_\_

**Qualify the House:** (Applies only if deficiencies exist that affect the value of the property.)

6. Do you want to price your house with it's current \_\_\_\_\_, or with (improvements) \_\_\_\_\_?

7. Have you had a chance to review the package of information I had dropped off? \_\_\_\_\_

8. Do you have any questions regarding the package? \_\_\_\_\_

9. Based on the information in the package, do you feel I am qualified to sell your property?

Before we go on, what questions do you have about listing your property for sale?

\_\_\_\_\_

Is there anything else?

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We will make sure to cover all these questions before we're done here today.

You know, after I've answered all of your questions, one of three things will happen:

1. You may decide to hire me to sell your property.
2. You may decide I'm not the right fit for you and you may choose not to hire me.
3. If I feel I can't help you achieve your objectives, I have a responsibility to tell you that and not take your listing. It would not be right for me to take your listing knowing down deep inside that I can't help you. If I feel that way, is it okay if I tell you the truth?

Shall we proceed and see where we are?

**Pricing:**

10. My mission is to get you to \_\_\_\_\_ on time. Would you like to see your odds?

Show them their market odds and absorption rate.

11. Are you willing to list your property at fair market value? \_\_\_\_\_

Fair market value is determined by what buyers are willing to pay *given their choices*, and what sellers are willing to sell for, given their choices and the competition.

12. Would you like to see how other buyers and sellers have determined fair market value in your neighborhood?

Buyers compare properties based on:

- A) Size/Style B) Location C) Price D) Condition E) Features and Amenities

Show the seller your CMA (Comparative Market Analysis) including what has recently sold, what is for sale (the competition), and any expired (market rejected) listings.

13. Based on current market conditions where do you feel your property will sell?

14. Based on current market conditions, where do you feel you should price your property to get you to \_\_\_\_\_ on time? If they price accurately, agree with them, if you feel they are overpriced, ask:

Do you feel that price will get you there on time? If not, what is your plan B?

If we get to \_\_\_\_\_ and your property isn't sold, what will you do?

15. If we had an offer on your property for \_\_\_\_\_ today, what would you do?

16. If we find a buyer for your house in the next 72 hours, are you going to be okay with that? \_\_\_\_\_ What if it is the first person who looks at your property? \_\_\_\_\_