

Seller Counseling Interview

The primary intention and purpose behind this form is to understand the seller's situation and to learn about the house. This information enables the Watters International Listing Team to present a tailored approach to a proven and repeatable plan. We chart a clear path forward and provide a detailed analysis of pricing strategy. It is important to qualify and gather this information in a conversational manner, establish rapport, document the seller's perspective and set expectations for the listing appointment. It is most important to communicate our passion and capacity to support sellers in accomplishing their goals!

Address:	
Name (First and Last):	
Spouse's Name	
Date:	
How did you hear about our Company?	
Property Active in MLS (Yes/No)?	
Best Contact Number	
Best Time of Day to Contact	
Preferred method of communication:	
Email:	
What is your motivation level to sell this home?" (1-10)	
If any other number of motivation other than 10, ask: "What would it take to get you to a 10?"	

“My job is to understand your situation and learn about the house. Share company statistics, our team approach, proven and repeatable plans.”	
“How long have you lived there?”	
“Why are you wanting to sell this house?”	
“If you could pick a date out of the air, when would you like to be moved?”	
“Tell me about the house? SQFT, # of beds/baths, lot size, unique features...”	SQFT: # Stories: # Bedrooms: # Bathrooms: # Living: # Garages: Fireplace: YES NO #Dining: Pool: YES NO
“How many years have you owned this home? If less than 5 years... did you put down 10% or more when you purchased? If necessary, are you prepared to bring money to the closing table?”	
“You bought this home X number of years ago... Have you made any improvements to the home or is it in its original condition? (exterior/ interior upgrades like roof, HVAC, flooring, appliances, deck, pool, sprinklers, shed(s))”	

“How would you rate the condition: Poor/ Fair/ Good/ Excellent?”	
“The ‘Perfect Buyer’ is the buyer that is looking to buy now and will pay you top dollar for your home- Don’t you agree?... What DO YOU FEEL are the best three ways we can advertise your home to find the ‘Perfect Buyer’?”	1. 2. 3.
“Need any repairs that you know of?”	
(Transition, verify contact information and spousal involvement to transition into discussion on price: “It sounds like you are married? Are you the sole decision maker? Have yall discussed price? Do you have an opinion on price?”	

“Do you have an opinion on what price the home will sell for? What’s your information source on that, maybe county tax records or another? Have you spoken with another Realtor? Maybe from the internet? Or no opinion?”	
“Do you plan on interviewing other agents?”	
“What are your expectations of a Realtor?”	
“If everything sounds good and the price is acceptable, will you be ready to put your home on the market when we come out to your home?”	
“And what is your approximate mortgage balance? Or is this property paid for? I am sure it is important to you to get an accurate idea about the financial outcome... do you have a specific NET goal?”	
“Is there anything else we should know in order to better prepare before our meeting?”	

“Are you current on your mortgage and taxes?”	
“In a perfect world, when do you want this house sold?”	
“What are your financial goals from the sale of your home? How much money would you like to walk away from the sale with?”	
Have you had an appraisal completed or had the property refinanced at any point? If so, when was it completed?”	
“Sounds like we should schedule a time to interview as soon as possible... Are you available at all during the day? Any days off? What time do you go into work? Are you available to head home early one day?”	
(PRECLOSE): “If you like your listing agent, see value in our plan, feel confident in our ability and we are able to meet your financial goals... is there any reason we can’t earn your business?” (This gives team a temperature reading. There are certain times during the conversation, price specifically, when you can gather information about competition indirectly. Other time you get the sense that there is none.) “We are so confident in our ability to demonstrate tremendous value, that we support sellers in interviewing other agents if that is their intention!”	
Affirm Team Approach, Create Clear Expectations, Affirm Listing	

Agent: It is often a good idea to close out by asking questions that build rapport. "What is most important to you in the agent that you work with? Do you have any other specific questions?"	
Collect and or confirm email addresses:	