



Seller Lead Questionnaire

Today's Date: _____ Source: _____

Co-Agent: _____ FUB Contact Deal Card

Initial Walk-Through Date Time: _____

Strategy Meeting Date & Time: _____



About You & Your Plans.

Seller Name(s): _____

Phone(s): _____

Email Address(s): _____

Preferred method of contact: Phone Call Email Text

Property Address: _____

Mailing Address (If different): _____

Where are you going? _____

Why are you going? _____

Who is going with you? _____

Children? _____ Pets? _____ Does anyone smoke? _____

Have you decided that you have to sell? _____

Is this your primary residence? Yes No

Are you looking to purchase again? Yes No (If yes)

Do you need assistance finding a new home? Yes No

Will you be paying cash or financing? Cash Financing

Do you need to sell to buy? Yes No (If yes and out of area)

Do you need an agent referral? Yes No

How soon do you plan to list your home? _____

Do you plan to move out prior to listing? _____

Do you have a preferred closing date? _____

What do you do for work? _____

How did you hear about us? _____



About Your Home.

What do you LOVE about your home? _____

What are your favorite spots? _____

What's one thing you would take with you? _____

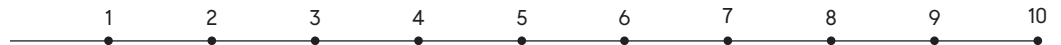
What do you like the least about your home? _____

What do you wish you could change? _____

What do you think a buyer will appreciate most about your home? _____

Is there anything about your home that you think a buyer may not like? _____

On a scale from 1 to 10, where 1 is not improved at all and 10 is a full house remodel - what would you say is the improvement level of your home?



Are there any repairs or improvements you know will need to be done prior to selling your home? _____

Interior

Number of Bedrooms: _____ Number of Bathrooms: _____

Primary Suite? _____

Sq. Ft.: _____ Lot Size: _____

Fireplace/s? Yes No (If yes) Gas Wood-burning

Living Room? _____ Family Room? _____ Number of Stories: _____

Central Heat/AC? Yes No

Recessed Lighting? Yes No

Type/s of Flooring: _____

Basement or attic? _____

Smart Home System (Nest, etc.)? Yes No

Home Security System? Yes No

Exterior

Garage: Attached Detached Finished? Yes No

Additional Structures (ADU/shed/etc.)? _____

Is ADU permitted? Yes No Other: _____



About Your Home.

Pool? Yes No Hot Tub? Yes No

Outdoor Kitchen? Yes No

Solar Panels? Yes No (If yes) Owned Leased

EV Charger? Yes No

Wood deck? Yes No Covered Patio: Yes No

Balconies? Yes No

Lawn? Yes No (If yes) Real Grass Artificial turf

Describe the landscaping: _____

Kitchen

Counter tops? Quartz Granite Tile Formica Other

Cabinets? White Dark wood Light Wood Other

Appliances? Stainless Steel Black White Other

Microwave? Yes No Dishwasher? Yes No

Back splash? _____

Bathrooms

Shower, Tub, or Shower/Tub Combo? _____

Dual or Single Vanity? _____

Counter tops? Quartz Granite Tile Formica Other

Cabinets? White Dark wood Light Wood Other

Bedrooms

How big are the closets? _____

Are there any skeletons in those closets? _____

Closets: Standard Walk-in

Flooring: Carpet Hardwood Other

Ceiling fan? Yes No

Any additional updates made to the home since you purchased it? _____

Regular ongoing maintenance? (i.e., sewer clean out, landscaper) _____

Known defects/deferred maintenance? _____



Your Thoughts on Value.

Tell me about your process so far? _____

Are you looking online at the value of your home? _____

What do you think of the price you saw on Zillow, etc.? _____

Have you gone to any open houses? Yes No

Have you seen any houses you like? Yes No *(If yes)*

Address/es? _____

How do you think those homes compare? _____

In a perfect world, what sales price are you looking for? _____

What price do you hope the market will give you for your home? _____

Is there a price you have to achieve in order to sell? _____

How did you come to that number? _____

Is there a price that you absolutely won't sell at? _____

What price range should I pull for comparable sales? _____

How did you come to that number? What information is it based on? _____

What's most important to you: Fast sale Top dollar

Remind me what you paid for your home? _____ When? _____

Pay cash or take a mortgage? _____ *(If financed)*

Remaining balance on mortgage? _____

2nd mortgage/equity line? _____

Prepayment penalty? Yes No

Current on payments? Yes No

Have you recently refinanced? Yes No

Have you had a recent appraisal? Yes No *(if yes)*

What did it appraise at? _____

Do you have a recent inspection report? Yes No

Has your home been for sale previously since you purchased it?

Yes No *(if yes)* When? _____

Why do you think it didn't sell? _____



Your Decision-Making Process.

Is there anyone else involved in the decision process? _____

Is the property held in a trust? _____ (If yes)

Additional signers for trust? _____

What will determine if and when you move forward? _____

What is the most important thing I can do to help you? _____

What things do you hope to learn about me before we work together? _____

Which other agents have you met with? _____

Have you already met with them or have an appointment set? _____

What are the 3 most important things you are looking for in a Realtor?

1. _____

2. _____

3. _____

How do you plan to select your agent? _____

What can we do to help make this process as seamless as possible? _____

Is there anything else you wish to share with me about your home or selling needs? _____

What other information do you want to discuss when we meet? _____

Do you have any concerns about the sales process? _____

Do you have any questions before our meeting? _____

Additional Notes: _____



Our seller consultation process has three parts:

1. **The Seller Intake Call.** We've just completed part one.
2. **The 15-Minute Walk Through.** I will come and do a very quick walk-through to see your house so I can give you a better opinion of value when we meet.

Initial Walk-Through Date & Time: _____

3. **The Seller Strategy Meeting.** We bring all of this information together in our Pricing and Strategy meeting.

Strategy Meeting Date & Time: _____

