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Asking the Right Questions

The challenge for any salesperson,, is to identify good prospects. The first step, he adds, is asking buyers to fill out a detailed questionnaire.

Date _____ Phone (w) _____ (h) _____

Fax: _____ E-mail: _____

Buyer's names _____

Address _____

1. How long have you been looking? _____

2. Are you working with another salesperson/broker? _____
If yes, who? _____

3. How many are in your family? _____

4. Do you own now or are you renting? _____ Rent Amount? _____

5. Must you sell or complete the lease period before buying? _____

If you are leasing, how long is the lease? _____

6. Have you seen any homes/investment properties that you really liked?

If yes, why didn't you buy? _____

7. How soon do you need to move? _____

Why? _____

8. If we can find the right property, are you prepared to make a decision now?

9. What price range have you been considering? \$ _____

10. How much has a lender told you that you're qualified for? \$ _____

11. How much cash do you want to use for the purchase? \$ _____

12. Do you have a budget for monthly payments? _____

13. What is the name of the lender that pre-qualified you? _____
14. How many bedrooms? _____ Sq. Ft.? _____ Units? _____
15. Is there a particular location in the city you prefer? _____
16. Is there a particular style that you would prefer? _____
17. Is there anyone else who will be helping you make the decision about buying?

18. What special requirements do you need in your new property from [your name here]? _____
19. Where are you employed? _____
20. Where is your spouse employed? _____
21. If [your name here] gives you 100 percent of his/her time will you buy your new property from him/her?

22. What times are best for you to look? _____
23. How do you like us to communicate--by phone, fax, mail, E-mail, or Internet?

24. I will have [your name here] call you so that he can go over details of the hunt. What is the best time to have him call you? _____
- And at what number? _____
25. What are your favorite Web Sites to view property? _____



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