

Shorewest Green Bay – Seller Floor Time

Let's gather some basic information first:

Name _____ Email _____

Address _____

Phone _____ Phone _____

What is the best way to get in touch with you? _____

Motivation

1. What is creating the move? _____

2. Where are you moving to? _____
3. How soon do you need to be there? _____
(If it is within 60 days, explain the average timeframe to close to set the expectation and importance of moving along quickly)
4. Will you be talking with any other companies about listing your home?
 - a. Yes – Great! Can I ask what other agent / company is coming?
When are they coming? _____
 - b. No – Great! We will take good care of you.

House

1. Tell me a little about your house _____

2. How many Sq. Ft.? _____
3. How many Bedrooms? _____
4. How many Bathrooms? _____
5. How many years have you owned the house? _____
6. Have you done any updates or work on the house since you've owned it? _____

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Financials

1. How much do you think your home is worth? _____
2. Do you have a mortgage on the property? _____
(Explain how you have to have clear title at closing so you have to ask these questions)

Tracking & Conversion

1. How did you hear about our team? _____
2. What are three things you expect from a realtor?
 - a. _____
 - b. _____
 - c. _____
3. Set Appointment.

What days/times work best for you?

4. Set Expectations
 - a. One-Step Approach:
 - How long will appointment be?
 - What will you discuss during appointment?
 - Structure of appointment?
 - b. Two-Step Approach:
 - How long will the appointment be?
 - What will you discuss during appointment?
 - Structure of appointment?
 - Set another appointment for the second step.

THANK YOU for the call. I look forward to meeting you/seeing you again.

One or two step approach should be determined by the speed of market, need of customer and experience.

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