

# Key Seller Questions



1. Can you tell me a little bit about your current situation?
2. Why are you leaving such a great property?
3. Have you decided to move/sell at this time?
4. What's your main motivation to sell?
5. Why are you moving? Tell me more about your move.... What are you looking for?
6. How soon do you want this to happen?
7. Is there anyone else involved in making the decision?
8. Have you dealt with our agency before?
9. When are you planning to place your property on the market?
10. When would you ideally like to be moved?
11. Are you planning to have your property on the market tonight so we can get the process started for you?
12. Are there any concerns or issues you'd like me to address today?
13. What sort of price expectations do you have for your property?
14. Do you have any questions about the information you received?
15. When you bought this home, how did you establish the value?
16. What are your overall property goals - your property strategy if you like?
17. Besides maximising the sale price, what are you looking for in an agent? What's important to you about your agent? What are the expectations you have of your agent? What's important to you in working with me as your agent?
18. Have you bought or sold recently? How were those experiences? Have you purchased anything yet?
19. So how can I help you?
20. Have you been to any of our open for inspections before?
21. Is there anything stopping you appointing us now?
22. Are you seeing any other agents?
23. Do you currently have a preference for any other agents?
24. When you purchased the property (what features)? What features really stood out to you when you first viewed the home? What appealed to you the most?
25. At this stage have you had any thoughts about how you'd like your property marketed/sold?
26. How familiar are you with the auction process?
27. Is there anything else you had in mind in preparing the property?
28. Is there anything I really need to be aware of in marketing your property?
29. How familiar are you with the negotiation process?
30. Do you have any other properties you're looking to sell?
31. Do you believe I'm qualified to sell your property?
32. Is there any reason why we can't get started right now?