



G R O U P

Please take a quick minute and read the 4 descriptions below. Put your initials next to the description that best describes you as a seller and have your spouse/partner put their initials (or you can put them) next to the description that best describes him/her.

Seller 1

 / Taking charge. You are ready to sell. If your home is marketed the way you feel it should be, it will sell. You have sold properties in the past (perhaps by owner, or have seriously considered selling by owner) because you are your own boss and don't waste time. Most real estate agents move too slow for you and don't take control. You like working with others who will take your advice into consideration when marketing your home.

Seller 2

 / You'll enjoy the ride...make the most out of it. The right buyer is out there. You tend to look at the positive side of selling your home. If that means staging your home & touching it up a bit, let's roll with it. When having friends, relatives, and neighbors over (you like to entertain) they all comment on how great the house looks. Your exciting life will continue whether your home sells right away or not. There is no need to stress over it...it's happy hour somewhere!!!

Seller 3

 / You are a competent seller who is prepared. You stay calm, cool, and collected during the sale process. Never letting your moods get too high or too low during the selling process. You know the results you are looking for so you keep the house clean because that is part of the process. Your agent will find the right buyer for your home, it's just a matter of time. You didn't have a bad experience with your previous agent you are simply trying a different avenue at this time to get your home sold.

Seller 4

 / Analyzing the market, you assess your options and determine which agent will market your home precisely for its features and benefits. You are focused on hiring an agent who has systems in place to bring a qualified offer to the table. Your home deserves a buyer who will appreciate all the meticulous details and effort you have put into this home. You are looking for a Realtor that backs up their findings/opinions with facts or statistics and not just talk or their opinion.

Communication

Did You Know....9 out of the 10 past years the #1 complaint sellers have had against their agent has been lack of communication.

****Put your initials next to the seller that best describes you and have your spouse/partner put their initials (or you can put them) next to the description that best describes him/her.**

1-When communicating thoughts and ideas regarding your property do you prefer to be communicated with:

A. In a bottom line fashion, just tell me what I need to know - don't give me information that explains every detail. /

B. I want to know every detail! Tell me everything whether you think it is important for me to know or not! /

2-When receiving communications from your Agent regarding actions that have taken place to market your property, how do you prefer to receive the information:

A. Call me /

B. Via Email /

C. Through the mail /

D. Personal Visit To Our Office /

E. Over The Internet (screen share) /

3- You will hear from my assistant or myself every week for the first 8 weeks. After 8 weeks, how often would you like updates from myself or staff?

Please circle one please: weekly, every other week, monthly, on an as needed basis.

Prospective Seller Application

The Marketing Luxury Group

Fill out completely & email back to me before the listing interview.

The most critical factor to having a successful real estate experience is to get clear about expectation levels. In order to do this, we need to know several critical pieces of information about you and your situation. This application is divided into 4 parts. Make sure you answer each part as thoroughly as possible. Your answers will be reviewed at the listing interview.

Part 1: Personal Information:

Name _____ / Spouse _____ / Date _____

Address _____ / City/State _____ / Zip _____

Home phone _____ / Work Phone _____ / Cell Phone _____ / E-Mail _____

Part 2: Qualifications:

Do you absolutely have to sell your home? _____

Will you price your home to sell or do you want to keep it on the market for a long period of time? _____

If you sold this home...where would you go next? _____

How would you rate your motivation to move on a scale of 1 to 10 (1 not motivated)? _____

How did you determine your sale price?

How long do you think it will take to sell your home?

Why wouldn't your home sell?

What price do you absolutely have to have?_____

How well do you accept bad news or criticism about your home?

What are your thoughts about price reductions?

What are the best features of your home?

What are the worst features of your home?

How much money are you willing to invest upfront to make your home appeal to more buyers??

A) Up To \$500 B) \$500-\$2000 C) \$2000-\$5000 D) \$0 E)\$5000+ If It Makes Sense

Do you expect open houses?

Do you expect newspaper advertising?

Are there any restrictions on showing your home?

Will your home be in “showable” condition at all times?

Have you had your home pre-inspected - or do you know of any problems?

Have you refinanced your home in the past few years?

Do you have to sell this home before buying another?

Have you ever sold a home before? On your own or with an agent?

Have you missed any mortgage payments in the past 6-9 months? _____

Part 3: Additional Information: – Briefly describe what you liked and disliked about your previous selling experience as well as your likes & dislikes about the Realtor you used. (ie. Lack of communication, never returned calls, etc.)

Also, please describe or list anything you feel we need to know about: (i.e. family, financial, work, neighbors)

Part 4: Ratings – for each item, rate your level of expectation and/or willingness (10 being highest):

Rating	1	2	3	4	5	6	7	8	9	10
Lifestyle Videos										
Open Houses										
Lockbox										
Showing Feedback										
Bi-Weekly Communication										
Willing to do necessary repairs										
Keep clean										
Change décor										
Owner financing										
Private Event										
Price according to CMA										
Staging Specialist Suggestions										
Pets out during the day										
Organize closets										

Thank you for filling out as thoroughly as possible. Please email back to

Michael@MarketingLuxuryGroup.com

This is the first step to a successful real estate experience!