

THE HOUSE TOUR

It is not advisable that you 'go for the listing at this point." How would feel if a loan officer, after knowing you for 10 minutes asked you for that deal?

Stop! Build rapport first before you ask for the deal. Just because they NEED an agent, in your eyes, they may not feel that way JUST YET.

1. Do you have a brochure? Can you do a quick walk through on the house showing me any recent improvements?

2. Do all the window treatments stay with the home?

3. Most sellers have set a goal, or a move date, if our buyer is a fit for the house, what is your preferred move date?

4. Your home is sitting in a good area, have you had fairly good foot traffic thus far?

5. I was curious, any particular reason you decided to sell it on your own, was it a past experience with agents?

6. My last two questions, if I have a buyer for the house and they pay the price you feel is fair, would you be receptive to paying a broker fee?

...and if I could ask this as well, I have completed quite a bit of my CMA value analysis, now that I have seen the home, I can finish the report, would you be receptive to me returning to share my findings with you?

NOTE ABOUT THE TOUR

The goal is to find out their desire to stay the course selling on their own. The reason is not always the fee, find out how they came to the conclusion as to why. The goal is not to list it. It is to gather information as to their receptivity to an interview. Everything has its steps. Just go for the interview, not the listing. Be patient.