


# ***SELLER CONVERSATION GUIDE***

A photograph of a man and a woman shaking hands over a laptop in a meeting. The man is on the left, wearing a grey sweater, and the woman is in the center, wearing a white top. They are both smiling. A third person is partially visible on the right, wearing a white shirt. The background is a bright, modern office setting.

The benefits of a listing conversation as opposed to a listing presentation are ample. First and foremost, determining the needs of the seller are paramount to a successful transaction. Above all, as an agent you are there to meet their needs, not yours. Our relationships are mutually beneficial, but the sole focus should be placed on achieving their goals.

The questions provided in the following pages are meant as a guide. No two listing conversations will be identical, so it is important to tailor your questions to suit the needs in the moment. These questions should be used as a guide, not a script.

The most successful agents study the questions, and are fluid in transitioning through the topics, remaining in control of the flow of the conversation.



**Conversation is the  
quickest way to connect  
with your customer**

What is your motivation for selling?

If everything goes according to your plan, when do you want to be completely moved into your next home?

Where is your next home located?

In your mind, what does your next home look like?

Have you already connected with a lender and Realtor for your next home?

If you received an offer today that hit all your wants and needs, is there anything preventing you from accepting it, and moving toward closing?

What are your expectations for communication between me and you?

What are your expectations for showing access and appointments at your home?

Do you have any concerns regarding safety while your home is being made available to other Agents and buyers?

Is your home currently equipped with any smart home technology or audio/video surveillance equipment?





Have you had your home inspected within the last 6 months that revealed anything defect you may have had repaired or might need to disclose to a buyer?

Are you familiar with the Pre-Marketing phase of listing a home? (\*\*Great opportunity to explain that signing your listing agreement today, does not mean it will go live on MLS tomorrow).

Are you familiar with the wants and needs of today's buyers?

If you were a buyer walking into your home today, can you think of anything that would make you THINK TWICE or about purchasing your home again or stops you from purchasing all together?

Have you considered any home improvement projects that may raise the potential sales price of your home? If so, have you created a budget and reviewed the potential ROI?



What are your marketing expectations of my agency/company/team/me?

Are you familiar with the current conditions of the local market? Do you know what to expect regarding the costs related to selling your home and buying your next home?

I'm sure you've been watching your neighbor's home sell (or not sell). Where do you feel your home stacks up in comparison to other homes?

How much time do you think you will need to get your home ready to sell?

Would it be helpful to you if I gave you a checklist of things to accomplish during the pre-marketing phase to keep you on track for your target "on market" date?

I think after hearing all your answers that we are all in the same page about expectations, and I would be honored to help you sell your home. Are we in agreement?



## **ADDIE OWENS, CRS, CIPS, SRS, SFR, CDPE**

Addie Owens is the 2020 President of the Realtors® Association of Lake and Sumter Counties, Public Speaker, positive thought driver, and Owner of Touchstone Real Estate Group, Inc. in Mount Dora, Florida. TREG operates a full-service Real Estate Brokerage and Touchstone Real Estate Schools. Her successful background in appraisals and REO Dispositions helped catapult her business over the years. With 16 years of Real Estate experience, Addie has put her skills to work educating fellow Realtors® across the country.

Addie is a licensed Real Estate Instructor, and Realtor® Volunteer Extraordinaire serving the Residential Real Estate Council, National Association of Realtors® and Florida Realtors® as well as the Beverly Carter Foundation and the Women's Council of Realtors®. She is an RPAC Golden R President's Circle Major Investor and advocates for Realtor® causes and property rights locally. She is an appointed member of the Lake County Board of Adjustments and is a member of Lake 100, a non-profit organization focused on efforts to keep Lake County Great!

Addie is married with two adult children, and a Blue Star Mom. #GoNavy!

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