



Pre-listing Phone Interview Form

Note: This is simply an additional tool in your tool box that can be used before your listing appointment. Feel free to tweak the conversation & questions as you see fit for each client.

“Hello _____, it’s (your name) from (your brokerage). I saw you were looking to get some updated information regarding the home value of (insert address). Is that correct?”

– Or –

“Hello _____, it’s (your name) from (your brokerage). Thank you for your consideration when listing your home. Have you had a home evaluation provided recently for your home?”

“Great! A lot of homeowners I work with have been requesting updated valuations for 2022 to get a better idea of how the market has impacted their home in recent months. I would be happy to provide this for you at no cost, I just have a couple of questions to make sure I provide you the best information possible. Do you have a few minutes now to get that taken care of?”

Contact Info

Name(s): _____

Property Address: _____

Mailing Address (if different from above): _____

Owner A: _____

Home #: _____

Cell #: _____

Work #: _____

Email: _____

Owner B: _____

Home #: _____

Cell #: _____

Work #: _____

Email: _____

Please Describe Your Home

Bed(s): _____

Bath(s): _____

Sq.ft: _____

Style: _____

Lot Size: _____

Basement? **Yes** **No**

Pool? **Yes** **No**

How long have you owned this home?

Why are you motivated to sell?

When do you need to move by?

1. What features did you admire when purchasing this home?

2. Have you made any updates to this home?

3. If you were to stay in your home, do you have any updates you would like to make to it?

4. Let's put your buyer hat on. How would you rate the condition of this home & why?

5. Have you sold a home before? **Yes** **No**

If yes, when did you sell your last? _____

What was your experience with that sale?

What did you like best & least about the process?

Best: _____ Least: _____

6. What do you believe this home is worth? _____

How did you come up with this price? _____

7. What are you looking for in a Realtor?

8. Are you interviewing any other brokers for this home? **Yes** **No**

If so, may I ask who & when? _____

9. Is there anything else I should know about your home?

10. To ensure I have everything you would like to discuss ready, do you have any questions for me?

11. Let's set up an appointment, what day/time works best for you? *(Then explain what happens next)*

