GENSTONE
REALTY

Owner Needs, Timing, and Expectations Conversation Guide

Marketing Presentation – page 6

Reason for the move

- Why are you selling?
- Why did you decide to move now?
- What would you do if this property doesn't sell?

Timing considerations

- How soon do you need to move?
- When does it become a problem if it's not sold?

Homebuying experience

- What experience have you had in buying or selling property in the past?
- Are you discussing with other agents right now on either selling or buying?
- Have you found one to buy yet?
- May I assist you in finding the right one?
- Do you need to sell this property to buy a new one?

Experience with your current property

- How long have you lived here/there?
- What attracted you to this property?
- What changes have you made?
- What have you enjoyed most with this property?
- What have you liked and disliked about this neighborhood?

Concerns about moving

- How do you feel about this move?
- How does your family feel about moving?

Expectations for the One Who Markets This Property

- What do you want from the agent who markets this property?
- What is your preferred method of communication – text, email, phone?
- For immediate issues like showings or offers, which is the best?