



Virtual Top Gun Academy™

Scripts - Session 5

Effective Qualifying and Pre-Listing Strategies



VIRTUAL TOP GUN™
LEAD PROSPECT PRE-QUALIFYING QUESTIONS

Sellers Name _____

Property Address _____

Do they live at the address? _____ Yes _____ No

Are there two decision makers? _____ Yes _____ No

Did I talk with both? _____ Yes _____ No

Who did I talk with? _____

When did I talk with them? _____

Hi, _____, this is _____ at _____. Are you and your spouse or significant other both going to be there? Before I come out, there are some questions I need to ask. Is this a good time for me to ask?

1. Where are you hoping to move to?

2. Tell me about your perfect timeframe. When do you want this move to happen?

3. Is there anything that would cause you not to make this move?

4. How many properties have you sold in the past?

5. When was your last sales experience?

6. What was your experience with that sale?

7. How did you select the agent you worked with?

8. What did you like best that they did?

9. What did you like least?

10. And, how much do you want to list your home for? (Number/Motivation)

11. Are you planning on making another investment in another house? How much are you hoping to put down on the next property?

12. Are you expecting that entire amount down to come from the proceeds of this house, or are you going to put down additional funds?

13. How much do you owe on the property?

14. Are you interviewing any other agents?

15. Please describe your home for me.

_____ Bedrooms _____ Square feet
_____ Bathrooms _____ Type of home

Yard, landscape _____

Condition of property _____

16. Are you planning on listing your home with me when I come out on _____?

17. What is your expectation of the agent you choose? Besides _____ is there anything else you would like?

18. What are the specific services that you want from me?

19. What would it take for you to be confident that our service will meet your requirements?

20. How will you measure success in our relationship?

21. So, if I provide you _____ and _____ and _____, what will you do?
Would we have a basis for doing business together?

22. Do you have any final questions that you need answered before I come out?