



# Seller Home Marketing Analysis

## Seller Information

### Primary Contact

Name	Employer	
Mailing address		
City	State	ZIP
Birthday	Other important dates	Gender
Work Phone	Home Phone	Mobile Phone
Personal email	Work email	
Preferred method of communication		
Preferred day and time for communication	May I contact you at work?	
May I invite you to become a fan of my Facebook page and follow me on Twitter?		

### Secondary Contact

Name	Relationship	
Work Phone	Home Phone	Mobile Phone
Personal email	Work email	
Preferred method of communication		
Preferred day and time for communication		
May I contact you at work?		

### Child 1

Name	Activities	
Gender	Age	Birthday

### Child 2

Name	Activities	
Gender	Age	Birthday

### Child 3

Name	Activities	
Gender	Age	Birthday

### Real Living Online Account

May I create a Real Living Online Account for you?
Preferred email account

# Seller Needs Analysis

I will listen to your needs, explain the process, and guide you every step of the way. My commitment to you is to deliver Real Living 360 Service<sup>SM</sup>.

Moving to \_\_\_\_\_ Purchased yet? \_\_\_\_\_ Send info \_\_\_\_\_

Why are you selling? \_\_\_\_\_ Years in this home? \_\_\_\_\_

Date you need sale completed? \_\_\_\_\_ Possession date? \_\_\_\_\_

Previously on the market and when? \_\_\_\_\_ Listed with whom? \_\_\_\_\_

Home's greatest assets? \_\_\_\_\_

Are there any challenges/issues that you are aware of? \_\_\_\_\_

Neighborhood's greatest assets? \_\_\_\_\_

Are you aware of any homes for sale, or recent sales, in your neighborhood?

Address	Price	Comparison to your home

How does each family member feel about selling? \_\_\_\_\_

How does your family make important decisions such as this? \_\_\_\_\_

Have you received an opinion of value other than a formal appraisal? \_\_\_\_\_

What were you told? \_\_\_\_\_ Was it in writing? \_\_\_\_\_

Have you sold a home before? \_\_\_\_\_ Did you use a real estate agent? \_\_\_\_\_

What was that experience like? \_\_\_\_\_

What are your most important considerations in selecting an agent? \_\_\_\_\_

Net proceeds desired? \_\_\_\_\_ Would you assist with buyer's financing? \_\_\_\_\_

Other notes \_\_\_\_\_

## Property Information

Property address			Year built
Style	Size	Lot size	Zoning
Subdivision		Legal	
# BR	# BA	% Basement finished	Garage
Living R	Dining R	Kitchen	Great R
Utility/Laundry		Other	

## Construction

Siding	Roof	Storms/Screens	Awnings/Shutters
Porch/Patio/Deck		Fence	
Drive	Outbuildings	Landscaping/Site Improvements	
Other			

## Mechanical

Heat	Air cond.	Attic fan	Humidifier
Air cleaner			
Water	Water softener	Rented?	Sewer/Septic
Plumbing	Wiring	Garage door opener	Keyless entry

## Amenities

Range/Oven	Dish W	Microwave	Disposal
Refrigerator	Washer/Dryer	Other	
Floor covering		Window covering	
Bar	Fireplace	Smoke detector	CO det.
Central vac	Intercom	Hot tub	Pool
Other			

## General

HOA		Blocks to public transportation	
Elementary	Jr. High	Sr. High	
Parochial	Other	Flood plain	

## Financial

Type of loan	Loan balance \$	As of	
Payment \$	Interest Rate	Incl.	
Loan #	Mtgee.	Yrs. remaining	
Prepayment penalty		Assumable	Trsfr. fee
Escrow Bal.		Ins. premium	Due date
Taxes	Special per Yr.	Unpaid assessments	
Other notes			