

## CBT “Ninja” Listing Consultation Worksheet

### AFTER THE PROPERTY WALK-THROUGH:

How many properties have you sold?

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Last time you sold a home?

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How did that go for you?

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Tell me about your experiences with your last transaction? What did you like about the process, what would you change?

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If you could wave a magic wand, and have this sale go just the way you want it, what would that look like?

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### REVIEW:

What are your reasons for selling? (If moving out of town, offer help with a REALTOR® referral.)

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Where are you going?

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### CALENDAR:

When would you like to be there? (Put dates on a calendar)

Move in Date to new house? \_\_\_\_\_

Closing Date on this house? \_\_\_\_\_

Under Contract date? \_\_\_\_\_

1st Day On The Market? \_\_\_\_\_

Do you have any other properties you need to sell?

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Would you like help?

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## QUALIFY THE HOUSE

(Applies only if deficiencies exist that affect the value of the property.)

**Do you want to price your house with it's current**

**, or with (improvements) eg new carpet?**

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**Have you had a chance to review the package of information I dropped off?**

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**Do you have any questions regarding the package?**

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**Based on the information in the package, do you feel we are qualified to market your home?**

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**Would you like me to handle the sale for you?**

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**What are the key things you feel like you need to know in order to move forward with selling your home?**

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**Is there anything else?**

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**We will make sure to cover all these questions before we're done here in a bit.**

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**You know, one of three things will happen here:**

1. After we've answered your questions, you may decide to hire me.
2. You may decide I'm not the right fit for you, and may choose not to hire us.
3. If I feel I can't help you achieve your objectives, I have the responsibility to tell you that and not take your listing. It wouldn't be right for me to take your listing knowing down deep inside that I can't help you.

**Shall we proceed and see where we are?**

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## PRICING

**My mission is to get you to \_\_\_\_\_ on time. Would you like to see your odds?**

Show: The Pond, Odds of Selling, Buying Patterns, Scattergram

**Are you willing to sell your home at fair market value?**

**Would you like to see how other buyers and sellers have determined fair market value in your neighborhood?**

Fair market value is determined by what buyers are willing to pay given their choices, and what sellers are willing to sell for, given their choices and the competition.

**Buyers compare properties based on:** (A) Location (B) Price (C) Style/Size (D) Condition, Features and Amenities

**Based on current market conditions where do you think you should price your home in order to get you to \_\_\_\_\_ on time.**

**Do you think that price will get you there on time? If not, what's your plan B?**

**If we get to \_\_\_\_\_ and your house isn't sold, what will you do?**

**If we got an offer on your house for \_\_\_\_\_ today, what would you do?**

**If we find a buyer for your house in the next 72 hours, are you going to be okay with that?**

Even if it's the first person who looks at your house?