

# The Questions

# *The Realty-Success Method*

Memory Key: Questions for Prospecting!

Qualifying Questions	FSBO	Expired	Neighbours of new listings / just sold	Former Clients	Network
Goal	Listing?	Re-list?	I have listed/sold	References?	References?
Intro	Still for sale?	Still expired?	Did you know?	Hello! (name of client)	Hello! (name of client)
Who?	Are you <b>the owner</b> ?	Are you <b>the owner</b> ?	Are you <b>the owner</b> ?	Do you know someone?	Do you know someone?
Time?	<b>WHEN</b> do you plan on hiring the right agent?	<b>WHEN</b> are you hiring the right agent?	<b>WHEN</b> do you think you will MOVE?	<b>WHEN</b> do you think you will MOVE?	<b>WHEN</b> do you think you will MOVE?
Where?	<b>WHERE</b> ? If you sell...	<b>WHERE</b> ? If you sell...	<b>WHERE</b> ? If you sell...	<b>WHERE</b> ? If you sell...	<b>WHERE</b> ? If you sell...
When?	<b>WHEN</b> would you like to be there?	<b>WHEN</b> would you like to be there?	<b>WHEN</b> would you like to be there?	<b>WHEN</b> would you like to be there?	<b>WHEN</b> would you like to be there?
Why?	<b>WHY</b> are you selling?	<b>WHY</b> are you selling?	<b>WHY</b> did you choose this neighbourhood?	<b>WHY</b> will you decide to sell?	<b>WHY</b> will you decide to sell?
What?	<b>WHAT</b> forms of advertising?	<b>WHAT</b> went wrong?	<b>WHAT</b> price do you think you can get?	<b>WHAT</b> price do you think you can get?	<b>WHAT</b> price do you think you can get?
How?	<b>HOW</b> did you determine your price?	<b>HOW</b> did you choose your last agent?	<b>HOW</b> did you determine your price?	<b>HOW</b> did you determine your price?	<b>HOW</b> did you determine your price?
Why?	<b>WHY</b> sell by yourself	<b>WHY</b> don't you hire an agent soon?	<b>WHY</b> not sell too?	<b>WHY</b> don't you want to sell NOW?	<b>WHY</b> don't you want to sell NOW?
What?	<b>WHAT</b> are you WAITING FOR?	<b>WHAT</b> are you WAITING FOR?	<b>WHAT</b> are you WAITING FOR?	<b>WHAT</b> will influence your decision?	<b>WHAT</b> will influence your decision?
Choose?	WHO will you choose?	WHO will you choose?	WHO will you choose?	WHO will you choose?	WHO will you choose?
Me?	What do you expect of <b>ME</b> ?	What do you expect of <b>ME</b> ?	What do you expect of <b>ME</b> ?	What do you expect of <b>ME</b> ?	What do you expect of <b>ME</b> ?
Do you know?	<b>Do you know</b> how I work?	<b>Do you know</b> how I work?	<b>Do you know</b> who? or Can I contact you....?	<b>Do you know</b> who? or Can I contact you periodically?	<b>Do you know</b> who? or Can I contact you periodically?
Get an appointment!	When would be the <b>BEST TIME</b> ?	When would be the <b>BEST TIME</b> ?	When would be the <b>BEST TIME</b> ?	When would be the <b>BEST TIME</b> ?	When would be the <b>BEST TIME</b> ?
Follow up to do?					