

# Four Questions You Should Ask EVERY Buyer

Key Questions for Determining Buyer Motivation



## Separate the Lookers from the Buyers

As a real estate professional, I can tell you that one of the first jobs that has to be done when selling a home is to “separate the lookers from the buyers.” That way, no one’s time is wasted, and more importantly, no one is locked into a legally binding contract that can’t be taken all the way through closing.

I invite you to take a few moments to learn some of the KEY questions I ask to help ensure that selling a home is a win/win for everyone involved. Remember, there’s a very real difference between selling and closing, so keep these important FOUR QUESTIONS handy every time you speak with a potential buyer. They will help you determine how motivated that “buyer” is as well as whether or not they have the financial ability to even purchase your home.

Buyer name: \_\_\_\_\_

1. Do you have a property to sell first?
2. Are you pre-qualified?
3. Who pre-qualified you?
4. How much do you pre-qualify for?

## Many homeowners just like you find themselves with questions of their own:

*What do the answers above mean to my bottom line?*

*How do I effectively negotiate when I get a low offer?*

*How can I protect my family legally when selling my home?*

*Is my price too high or too low?*

Know that I’m here to help. As a resource you can turn to, and an advocate you can trust, I’m happy to answer any questions you might have. Call me anytime!