



## **STRUCTURE OF A CONVERSATION WITH A SELLER**

### **Location**

Where is your property located?  
Will you be staying in the area?

### **Motivation**

Just out of curiosity, how soon do you want to move?  
Why are you selling your property?

### **Price**

Do you have an asking price in mind?  
-OR-  
If you had to guess, what do you think it's worth?

### **Appointment**

Based on the information you have given me, here is what I recommend we do... Let's set up a time to meet at your home to go over the home selling process, we will do a complete market analysis plus discuss my marketing strategy to get your property sold quickly. How does that sound?

### **After Appointment is Set**

Have there been any recent updates?  
-OR-  
Is there anything I should know to help me prepare my CMA?