



7300 Metro Boulevard, Suite 120
Minneapolis, Minnesota 55439

Toll Free: (800) 533-4494 Fax: (800) 822-2716
E-mail: info@davidknox.com Web Site: www.davidknox.com

Questions to ask in the Buyer Counseling Interview

The key to success in selling is in asking the right question, not knowing the right answer. The list below provides the key questions for you to ask when interviewing your buyer prospects.

Building rapport and obtaining personal information

I'd like to get to know your situation. May I ask you some questions?

Why have you decided to move now?

What do you two do in your free time?

How did you two meet?

Urgency

How soon would you like to be moved?

Why is that an important time to move?

How would your plans be affected if you moved (earlier/later)?

If we found a home tonight, what would you do?

Reason

Why did you decide to move now?

What will this move accomplish for you?

Authority

What issues need resolution before the purchase?

Would you like to buy first or sell first?

Who else will be involved in the decision to purchase?

Experience in home ownership and house hunting

How long have you lived in your present home?

How many homes have you owned?

How long have you been looking?

How many homes have you seen?

Location

Where do you work?

How far from work do you want to be?

What neighborhoods interest you? Why?

What are your school requirements?

Needs and priorities

What feature, or lack of, would immediately rule out a home?

What furniture, hobbies or leisure activities would you like to accommodate?
Considering the homes in which you were raised, what were your most and least favorite features?

Motivation

Ask “WHY” oriented questions to probe deeper into their needs.

Financial qualifying

What price range did you have in mind?

How did you decide on that amount?

Lenders require four items of financial information: Cash, Income, Debt and Credit...

I suggest getting pre-qualified by a lender, you would know your exact purchasing power.

Loyalty

I would like to commit to helping you find a home. I ask only one thing in return, that you work exclusively with me. How do you feel about that arrangement?

Preparing the buyer for purchase

How would you feel if we found you a home the first time out?

How many homes do you think you should see before you buy?

How do you feel about paying full market value for a home?

Question list #10 of 11 lists from The Mentor Series II® video training ©1999, David Knox Productions, Inc. (800) 533-4494, www.davidknox.com