

COMMITTED SELLER CHECKLIST

For	Company
Client	Date acquired
Date called	Appointment Date:
Address	City
Work phone ()	Home phone ()

Let me review with you how I work. I don't work with every potential seller, but the clients I do engage with, MUST be committed to producing results.

PHASE ONE - SELLER INTERVIEW

- YES NO **WE HAVE AGREED:**
- 1. To have all decision makers present in person.
 - 2. To have at least one-half hour interview.
 - 3. To establish:
 - (1) Reason for selling
 - (2) Time frame to sell
 - (3) What is important to you in a real estate agent

PHASE TWO - PRESENTATION

- YES NO **WE HAVE AGREED:**
- 1. To have a term listing of 180 days.
 - 2. That the price is \$_____.
 - 3. That seller agrees to order termite report, appraisal, and roof inspection.
 - 4. That property will have a lock box.
 - 5. That property will have a sign in front of house.
 - 6. That the seller agrees to consider all offers.
 - 7. That seller agrees to a commission of 6% or more.
 - 8. To reduce price if the property is not sold within 30 days.
 - 9. Price reduction form attached?
 - 10. That seller will fill out a listing disclosure form.
 - 11. That seller will consider "Burst Marketing™" and Use Quantum Home Tour™

PHASE THREE - MARKETING

- YES NO **WE HAVE AGREED:**
- 1. Comps ready on property for appraiser.
 - 2. Add to Listing Board in office.
 - 3. Place on office tour.
 - 4. Schedule Quantum Home Tour™
 - 5. Prepare mailers.
 - 6. Keep copied.
 - 7. Has MLS listing exemption signed and scheduled
 - 8. Next Appointment_____

PHASE FOUR - NO RESULTS IN 3 WEEKS

- YES NO **WE HAVE AGREED:**
- 1. Initiate price reduction
 - 2. Interview - re-establish seller's needs, do they want listing to sell?
 - 3. What is emotional attachment?
 - 4. Redo comp and "solds" and new listings in area and re-evaluate client's market place.
 - 5. Review of marketing technique used.
 - 6. Develop next marketing strategy to be used



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