

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 seller copied on marketing results
- ☐ ☐ 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 CMA including new solds and new listings in area and re-evaluate client's market place with Velocity Marketing™ analysis .
- ☐ ☐ 5. Review of marketing technique used.
- ☐ ☐ 6. Develop next marketing strategy to be used



QUANTUM
MANAGEMENT
SYSTEMS

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