

Why Prequalifying Sellers Matters (and What to Ask)

Just like buyers, not all sellers are created equal. Prequalifying sellers is essential to ensure they're serious, motivated, and that their property aligns with your business goals and bandwidth.

To help you have smoother conversations and filter out tire-kickers, here's a comprehensive and categorized list of key questions to prequalify sellers effectively:

Motivation & Reason for Selling

Understanding the "why" behind a seller's move helps you gauge urgency and tailor your approach.

- What's prompting you to sell your home?
- Are you relocating, downsizing, upsizing, or moving out of the area?
- How soon are you hoping to sell?
- What's your ideal timeline for closing?

Property Details

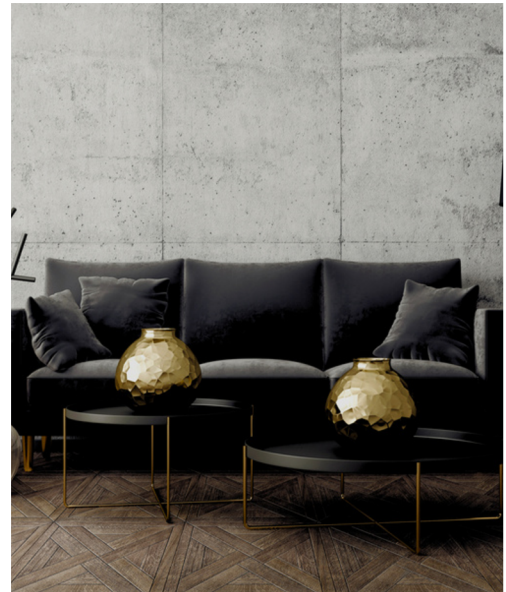
Get a clear picture of the home before scheduling a walkthrough or committing time and resources.

- Can you share some details about the home? (bedrooms, bathrooms, square footage, lot size, condition, etc.)
- How long have you owned the property?
- Are there any known issues or repairs needed?
- Is the home currently owner-occupied, tenant-occupied, or vacant?
- Have you completed any major renovations or improvements?

Price & Expectations

Setting realistic expectations from the beginning can prevent tough conversations later.

- Do you have a price in mind?
- How did you come up with that number?
- Have you had the home appraised or spoken with other agents?
- Are you open to pricing guidance based on market data?





Bonus: Identify Obstacles or Red Flags

These extra questions can help surface hidden concerns or alternate plans.

- If the home doesn't sell at your expected price, what would you do?
- Would you consider renting it out if selling isn't viable?
- Are there tenants involved? If so, do they have a lease in place?

Final Thought:

Prequalifying is more than a checklist—it's a strategic conversation that helps you serve sellers better and focus your energy on listings that are likely to close. Use these questions as a guide to build rapport, uncover needs, and position yourself as the professional they can trust.

Experience & Process

Knowing a seller's past experience can shape how you approach the relationship.

- Have you sold a home before?
- What was that experience like?
- What are you looking for in the agent you choose?
- Have you already spoken with or interviewed other agents?

Logistics & Legal

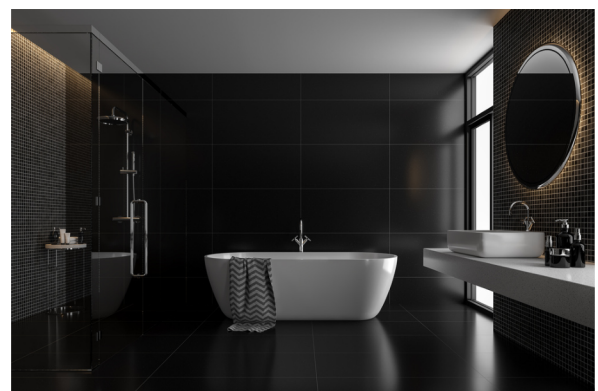
Understanding ownership, debts, and legal factors early on helps avoid complications down the line.

- Is there anyone else listed on the title?
- Are there any existing mortgages, liens, or legal matters tied to the property?
- Are you working with an attorney or estate representative (if applicable)?
- Are you planning to sell the home as-is, or are you open to making repairs?

Decision-Making Readiness

Gauge how ready they are to move forward—or if they're just exploring.

- Are you ready to begin the process, or still considering your options?
- Is there anything that might delay your decision to sell?
- What's most important to you in this process: speed, price, ease, etc.?



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