

SELLER MOTIVATION SURVEY

Listing Appointment Discovery Questionnaire

To best serve you, I'd like to understand what matters most in the sale of your home. Your honest answers will help us create a strategy that aligns with your goals — whether that's maximizing price, securing favorable terms, or moving quickly.

Client Name(s): _____

Date: _____

Property Address: _____

Agent: _____

SECTION SECTION 1 | OVERVIEW & TIMING

1. What is your primary reason for selling your home at this time?

- ☐ Relocating for work or family
- ☐ Upsizing / Downsizing
- ☐ Financial reasons (reducing expenses, accessing equity)
- ☐ Divorce or estate / probate situation
- ☐ Investment or portfolio rebalancing
- ☐ Lifestyle change (retirement, health, lifestyle)
- ☐ Other: _____

2. When do you ideally need to be out of the home?

- ☐ As soon as possible (within 30 days)
- ☐ Within 30–60 days
- ☐ Within 60–90 days
- ☐ Flexible — I'm not in a rush
- ☐ I have a specific date: _____

3. Have you already purchased or contracted on another property?

- ☐ Yes — closing is scheduled for: _____
- ☐ No, but I'm actively searching
- ☐ No, and I'm not planning to purchase immediately

SECTION SECTION 2 | PRICE — Maximizing Your Net Proceeds

4. Do you have a minimum net proceeds amount you need from this sale?

- ☐ Yes — I need at least: \$ _____
 - ☐ No specific number, I want the highest possible price
 - ☐ I'm flexible depending on terms and timing
-

5. How important is achieving the highest possible sale price compared to the other factors?

- ☐ Extremely important — price is my #1 priority
 - ☐ Very important, but I'd trade some price for the right terms or timing
 - ☐ Moderately important — I'm willing to negotiate
 - ☐ Not my primary concern
-

6. Are you aware of any outstanding liens, mortgages, or debts tied to the property?

- ☐ No, the home is free and clear
 - ☐ Yes — approximate payoff amount: \$ _____
 - ☐ I'm not sure / I need to verify
-

SECTION SECTION 3 | TERMS — Contract Conditions That Matter Most

7. Which contract terms are most important to you? (Select all that apply)

- ☐ Minimal or no contingencies (inspection, financing, appraisal)
 - ☐ Buyer pre-approved or cash purchase
 - ☐ Seller rent-back period after closing
 - ☐ Seller pays few or no closing costs
 - ☐ Flexible possession / closing date
 - ☐ As-is sale with no repair requests
 - ☐ Other: _____
-

8. How do you feel about making repairs or concessions to close the deal?

- ☐ I prefer to sell as-is and will not make repairs
 - ☐ I'm open to minor cosmetic repairs only
 - ☐ I'm willing to negotiate repairs up to: \$ _____
 - ☐ I'll consider any reasonable request to get the deal done
-

9. Would you consider creative financing options if it resulted in a better outcome?

- ☐ Yes — open to seller financing, lease-option, or other arrangements
- ☐ Maybe — would like more information first

☐ No — I need a traditional cash or financed sale

SECTION SECTION 4 | SPEED — Timeline & Urgency

10. How quickly do you need the home sold?

- ☐ Immediately — urgency is my top priority
 - ☐ Within 30 days
 - ☐ Within 60 days
 - ☐ Within 90 days
 - ☐ No rush — I'll wait for the right buyer and price
-

11. Are there any external deadlines driving your sale? (Select all that apply)

- ☐ Job relocation / start date
 - ☐ School enrollment deadline
 - ☐ Financial obligation / foreclosure risk
 - ☐ Estate / probate deadline
 - ☐ Divorce or legal settlement
 - ☐ No external deadlines
-

12. If you had to rank Price, Terms, and Speed in order of importance, how would you rank them?

(Write 1 = Most Important, 2 = Second, 3 = Least Important)

- ☐ ___ Price (highest net proceeds)
- ☐ ___ Terms (favorable contract conditions)
- ☐ ___ Speed (fastest possible closing)

SECTION SECTION 5 | CONCERNS, DEAL-BREAKERS & ADDITIONAL NOTES

13. Is there anything that would cause you NOT to sell, even with a strong offer?

14. Are there any personal or sensitive circumstances I should be aware of that could affect the sale?

15. What does a successful sale look like to you? Describe your ideal outcome.

AGENT NOTES — MOTIVATION PRIORITY SUMMARY		
PRICE	TERMS	SPEED
Priority Rank: _____	Priority Rank: _____	Priority Rank: _____
Notes:	Notes:	Notes:

This questionnaire is confidential and intended solely for use in preparing a personalized marketing strategy. Information shared will not be disclosed without your consent.

Seller Initials: _____ Agent Initials: _____ Date: _____