Buyer's Qualification Questions

KEY: Dialogue
Feedback
Learning

Read each question and determine whether it's transactional (T) or consultative (C).

If transactional, rewrite the question to make it consultative.

	Buyer Questions	**T /C**	**Rewrite**
1	How long have you been looking?	T	*How has the home search process been for you so far? Tell me about you situation.*
2	How many are in your family?	T	*How do you intend to use the space in your new home?* *What's your vision for your next home?*
3	Do you have any school-aged children?	T	*Are particular schools important to you?*
4	Why buy and why now?	C	Provides reasons for buying a home. From this you can tailor your service *Option: What has caused you to decide to buy at this time?*
5	Are you working with a lender?	T	*If you have had a discussion with a lender, what did you discover?* *How were you introduced to your lender?* —> Question to determine their knowledge of the process.
6	Do you rent or own your current home? Rent amount?	T	*How satisfied are you with your current living situation?*
7	Do you have a budget?	T	*In considering or factoring all of your financial obligations and desires, what budget have your established for your new home?*
8	What if we found the perfect house tomorrow?	C	Gauge their readiness to move and get an insight into their ideal timeline.
9	What's most important to you about the neighborhood in which you will live?		This will provide more information about their lifestyle, interests and hobbies.
10	How soon do you need to move?	T	*What timeline have you established for your home search?*
11	What is your price range?	T	*What is your comfort level with the estimate given to your by the lender taking into account your other financial obligations?*

12	What are the "must haves" for your new home?	C	This will provide you with the specific items or features they are not willing to go without.
13	How much cash do you want to use for the purchase?	T	What *considerations or factors have you taken into account when thinking about the financial costs associated with purchasing a home?*
14	How long do you think you will live in the house you buy?	T	*What significant events do you hope to experience in your new home?*
15	Do you have an understanding of the costs that come along with purchasing a home?	C	A great opener to a deeper conversation about all of the fees involved beyond the down payment: earnest money, home inspections, appraisal, survey. Best for agent to prepare buyer for out-of-pocket costs
16	What monthly payment are you most comfortable with?	T	*In considering or factoring all of your financial obligations and desires, what budget have your established for your monthly outflows? Eating out, movies, clothes, food, etc.*
17	How many bedrooms do you need?	T	*How do you intend to use the rooms in your new home?*
18	What is currently going on in your situation that has caused you to believe that it is time to buy?	C	*Provides reasons for buying a home. From this you can tailor your service*
19	Do you have a particular style of home in mind?	T	*Do you or anyone who will reside in your new home have any preferences for the home's layout? What types of home design do your prefer?*
20	Will anyone else help you make the buying decision?	T	*Who else will have any weight and input in the decision making process?*
21	If I give you 100 percent of my time, will you buy your property from me?	T	T because it is stated more about you *In order to make this process enjoyable/easier for you, what do you want/expect from your agent?*
22	Have you purchased a home before?	T	*What has been your experience with home ownership?*
23	What's the best time to reach you? At what number?	T	*It is vital that we maintain communication. What are your top two preferred methods of communication?*

24	How do you like to communicate – by phone, fax, mail, e-mail, or text?	T	*Same as above*
25	What special requirements do you need in a property?	T	*Is there anything you will especially require to be in your new home to compliment your or someone else's lifestyle?*
26	Where are you employed?	T	*How important is it for you to be close to where you work?*
27	What's most important to you about the home you buy?		This will provide more information about what they are looking for and desire in their next home.
28	What times are best for you to view properties?	T	Be careful – if buyer says evenings starting at 7:00, then that will be their expectation. Ask the questions setting parameters: Monday-Friday, 8:00 – 6:00
29	What are the things that you enjoy doing in your current home? What do you hope to be able to do?	C	Provides you with more information on how they plan to live in the home. You can tailor your search around this.
30	How many houses have you already looked at?	T	*How has the home search process been for you so far?*
31	What are your three favorite neighborhoods?	C	A better way to get them to share where they would like to live and why.
32	Are you aware that membership in a home owners' association may be required in certain neighborhoods and that there are fees that come along with mandatory membership?	T	*In considering or factoring all of your financial obligations and desires, what budget have your established for all of the financial costs associated with purchasing some homes in particular those with HOAs?*
33	What is your favorite room in the house?	C	You can learn more about the buyer's lifestyle and begin the discussion about features they are looking for in a less predictable way.
34	How important is outdoor/garage space?	C	You can learn more about the buyer's lifestyle and begin the discussion about features they are looking for in a less predictable way.

35	What is a deal breaker for you?	C	Many buyers don't formulate their deal breakers upfront. When asked about them, buyers tend to really consider what they do not want in their home. Tailor your search accordingly
36	What is your motivation for buying a home?	C	Provides the real reasons for the purchase and sets the priorities. (pregnancy, job change, becoming empty-nesters)
37	What are your needs vs. your wants in a home?	C	Causes the buyer to distinguish between what are absolute must's versus those things that are "nice to have."
38	Are you planning to live in this home long-term, or are you looking at it as an investment?	C	This will provide more information about how the buyer views homeownership: source of happiness, the "adult" thing to do, or simply a smart investment.
39	What's most important to you about this real estate transaction?	C	This will inform you of how much the buyer understands the buying process.
40	Are you also working with a CPA or another financial professional?	T	*Is there anyone else you feel you should consult as you consider homeownership? Like a CPA or financial planner?*
41	What are things in your current or previous homes that you liked or disliked?	C	Provides you with more information on how they plan to live in the home. You can tailor your search around this.
42	Must you sell your home or complete a lease period before buying? How long is the lease?	T	*Is there anything that can prevent you from purchasing a home after we conclude our search?* This question provides more information
43	Has a lender pre-qualified you for a loan? If so, for how much?	T	*If you have had a discussion with any lenders, what did you discover?*
44	What's the name of the lender that prequalified you?	T	*If you have had a discussion with any lenders, what did you discover?*
45	Is there a particular location you prefer?	T	*What are your three favorite neighborhoods?*
46	Do you understand the buying process?	T	*What concerns, if any, do you have about buying a house?*