



## 5 questions you can't afford not to ask sellers



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# 5 QUESTIONS YOU CAN'T AFFORD NOT TO ASK SELLERS

Few things derail a transaction faster than "seller surprises." Before you reach the home stretch, there are a few key questions you can't afford to skip before closing the deal.

## 1. Where's the real finish line?

- ☐ Sellers typically have a motivator beyond simply closing at the right price that is driving their decision to sell. Identifying this motivation can be referred to as finding the seller's real "finish line".
- ☐ Unlocking this underlying motive will ensure you avoid getting caught in never-ending negotiations or finding yourself in a position where you feel as though you are the only person actually interested in a sale.



## 2. What's the home improvement plan?

- ☐ There's no magic camera angle or filter for making water damage or missing tiles look appealing. To keep the property's condition from killing your marketing efforts, ask upfront what your sellers' plans are for staging and preparing the home for sale.
- ☐ If this is not something they have considered, it's your moment to raise and suggest potential improvements you know will help the home move quicker and even assist in price.

### 3. Are there any unresolved or pending issues?

- Whether they're disgruntled tenants or an unpaid association, you need to know about any party that could threaten a deal. Ask early about any disputes regarding the property, pending payments, or any outstanding items that need to be resolved.

### 4. How do we contact you in a flash?

- The ability to connect with your seller quickly could make or break the deal. You need to know all available methods of connecting with the seller, as well as who else you can contact in the event they are unreachable. Whether it's for a last-minute showing or pre-closing to-dos, establish an emergency communication plan to connect when the deal is on the line.

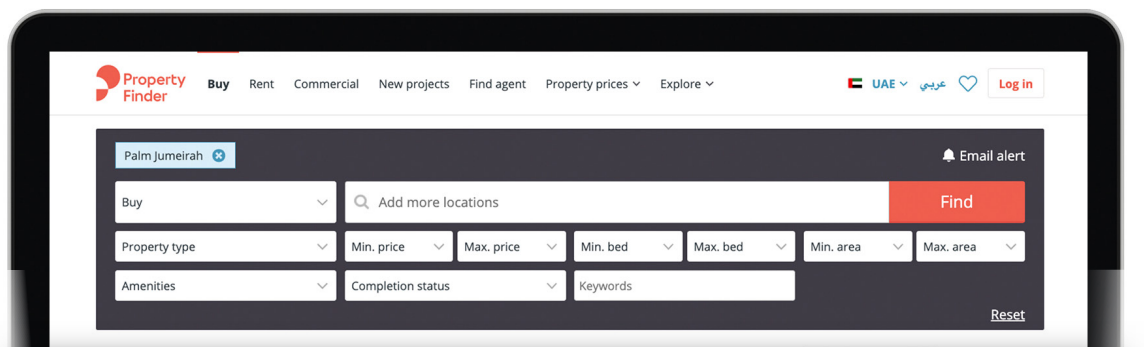


### 5. How do I earn your recommendation?

- Too often we get the question, "When do I ask for a recommendation?" Why not do it upfront? Showing that you're working for more than a commission cheque is a great way to build rapport and alert clients early on that you value their words of approval once the deal is done. Ask and you shall receive, today's missed reference equals tomorrow's missed dirhams.



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