

# COMPLETE GUIDE OF PRE-QUALIFYING QUESTIONS FOR

BY

**The Montiel  
Organization**

*Reach your full potential*

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After years of experience in sales I can give you ONE solid piece of advice. If you are planning on learning only one thing in this business, learn to qualify your clients. It will save you a lot of time, money, effort and more important, frustration. This step must be the strictest part of the sales process, especially if you want to become a top producer. You can't be wasting time with unqualified clients. PLEASE UNDERSTAND THAT **"SELLING IS A DISQUALIFICATION PROCES"**

**SUCCESS** in your business depends in the type of **CONVERSATIONS** you have with your clients and the quality of your conversations depends on the type of **QUESTIONS** you ask. Make sure you ask the right questions when talking to your clients

There are only two reasons why most agents don't qualify

1. They don't know how.
2. They are afraid of asking questions.

The first reason is easy to overcome, you will learn how to pre-qualify all your clients with the questions provided in this guide.

The second reason, being afraid, it's a little bit more difficult to overcome since it requires a conscious effort to eliminate the fear of losing a potential client. However, I would rather you lose a client in the first 15 minutes of the conversation than spend a month or two working with a person that is not going to buy or sell. **Nothing drains your energy faster than working with unqualified clients.**

DON'T BE AFRAID TO ASK QUESTIONS, DON'T BE AFRAID TO LOSE CLIENTS. When you start losing some "clients" because you are asking the right qualifying questions you start to save time and make more money.

***A pre-qualified person it's an easier, faster and more profitable client to work with so don't be afraid to pre-qualify.***

When you work with highly motivated clients they are not going to be offended when you ask them the right questions. In fact by asking the questions you position yourself as the expert of choice, trusted advisor and source of relevant information.

In this document you will find 51 questions for buyers and 40 questions for sellers. You should also work with the following table and add every client to it. The table consist of 5 critical questions that you **MUST** ask before sending any information to a buyer or seller.

Name	Phone#	e-mail	WHAT	WHERE	WHY	WHEN	HOW MUCH

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Before you invest time with your potential client, remember you must have the answer to these 5 critical questions: **WHAT, WHERE, WHY, WHEN, HOW MUCH.** Please watch this [video](#)

## PRE-QUALIFYING QUESTIONS FOR BUYER'S

The pre-qualifying questions for buyers can be divided into four sections:

- Personal Information
- Personal needs
- Client's knowledge of the market
- Financial ability

### PERSONAL INFORMATION

1. Full Name
2. **3 Why's Why, Why, Why.....**
  - a. Why are you buying? Because I need a bigger house
  - b. Why do you need a bigger house? Because I have a babe on the way
  - c. Why is your current house not big enough?  
  - a. Why are you buying? Because I want to invest my money
  - b. Why is it exactly that you need to invest your money? I want a higher return
  - c. Why do you need a higher return, any specific purpose?
3. Spouse Name
4. email address
5. Work Telephone
6. Cell phone
7. Fax
8. Where do you work?
9. Who does your spouse work?
10. Are you working with another agent? If so, who?
11. How long have you been looking?
12. How many members are in your family?
13. Do you have children, how many and what are their ages?
14. Do you rent or own your current home?
15. What is your current mortgage/rent amount?
16. Are you renting....When does the lease expires?
17. Do you have a mortgage.... Do you have to sell your home before you purchase a new one?
18. How well do you know the city?
19. Have you purchased in the city before?
20. Have you looked into any particular area?
21. Any particular area of the city where you would like to purchase?

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22. Have you looked into any particular project?

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## CLIENT'S NEEDS

Now Mr. Buyer, tell me about your needs:

23. What is the main purpose of this purchase? investment, vacation or living
24. How soon do you need buy?
25. How many bedrooms do you need?
26. How big does the house needs to be? Square feet? Construction & Lot
27. Are you looking for a particular style (Modern, Mediterranean, etc?)
28. How many parking spaces do you need?
29. Do you prefer to have a pool in the property?
30. Can the property have to stories or do you prefer a single level home?
31. Will anyone else be helping you make the buying decision?
32. What special requirements do you need in a property?
33. Must you sell your home or complete a lease period before buying? How long is the lease?

## CLIENT'S KNOWLEDGE OF THE MARKET

34. Do you know how many properties like the one you are looking for are currently for sale?
35. Do you know, on average, the price per square foot, of the properties you're looking for?
36. Do you know the lowest priced of a comparable property in the area?
37. Do you know the highest priced of a comparable property in the area?
38. Are you familiar with the difference between a real estate professional and a sales person in a development?
39. Are you familiar with the terms and conditions of real estate contracts? such as: Timely deposit of escrow money, inspections, application for financing and association, etc...

## FINANCIAL INFORMATION

40. What is your price range?
41. What is your budget for monthly payments?
42. Has a lender pre-qualified you for a loan? If so, for how much?
43. What's the name of the lender that prequalified you?
44. How much cash do you want to use for the purchase?
45. If I give you 100 percent of my time, will you buy your property from me?
46. How do you like to communicate—by phone, fax, mail, or e-mail?

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## FINAL QUESTIONS

47. What's the best time to reach you? At what number?
48. If we find the right property, are you prepared to make a decision now?
49. What is the most convenient time of the day for you to view properties?
50. Do you have any questions before we meet?
51. Do you have somebody who may be interested in buying or selling his/her home?

Remember the more questions you ask the more interested and professional you appear in the mind of the client. How would you feel if you go to the doctor or lawyer and they just ask you 3 questions? Now, how would you feel if they ask you over 40 questions?

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## SELLER'S PRE-QUALIFYING QUESTIONS

### Personal Information

1. Full Name
2. **3 Why's Why, Why, Why.....**
  - a. Why are you selling? Because I need a bigger house
  - b. Why do you need a bigger house? Because I have a babe on the way
  - c. Why is your current house not big enough?
3. Spouse Name
4. email address
5. Work Telephone
6. Cell phone
7. Fax
8. Where do you work?
9. Who does your spouse work?
10. Have you interviewed another agent? If so, who?
11. How long have you been thinking about selling?
12. How many members do you have in your family?
13. Do you have children, how many and what are their ages?
14. Do you have a mortgage.... Do you have to sell your home before you purchase a new one?
15. Will anyone else be helping you make the selling decision?
16. Have you ever sold a home?
17. What was your previous experience, when selling the home?

### Client's knowledge of the market

18. Are you familiar with the current market conditions?
19. Have you seen any comparable properties for sale and their conditions?
20. Are you familiar with the average price per sq. foot sold in the area?
21. Do you know how many properties like yours are currently for sale?
22. Do you know, on average, how many days properties like your take to sale?
23. Do you know the lowest priced of a comparable property in the area?
24. Do you know the highest priced of a comparable property in the area?
25. Are you familiar with the strategy many agents use to get properties listed at a higher price and the number of price reductions they ask after getting the listing?

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26. Are you familiar with the contracts that have to be given to potential buyers once an offer is accepted such as:.....

#### **Client's Needs**

- 27. When do you plan on moving?
- 28. What's most important to you in this sale? Price, speed, terms, etc...?
- 29. How much do you need to net by selling this home?

#### **Financial Information**

- 30. What is your current mortgage balance?
- 31. What is your current mortgage payment?
- 32. How much do you want to list for?
- 33. What price won't you go below?

#### **Final questions**

- 34. How do you like to communicate—by phone, fax, mail, or e-mail?
- 35. What's the best time to reach you? At what number?
- 36. If we find the right buyer, are you prepared to sale now?
- 37. Do you have somebody who may be interested in buying or selling his/her home?
- 38. Have you ever thought about selling yourself? (Yes) why?
- 39. Do you have any questions before we meet?
- 40. Mr. Seller if after our meeting you feel confident that I can sell the property are you planning to list your home with me today? (No) Why?