SELLER INFORMATION LEAD SHEET

Appt. Set (Date/Time): _____ **Agent to Initial When Appt. Completed:** _____

Lead Assigned to: _____ **Date:** _____ **Lead Generator:** _____

Lead Status: A B C (circle one) **Needs: B S L** **Source of Lead:** _____

Referred By/Builder Contact Info: _____

Referral Fee: ❏ Yes ❏ No **If YES, to whom:** _____ **%:** _____ **Phone:** _____

Prospect's Name: _____ Spouse: _____

Property Address: _____ City: _____ State: _____ Zip: _____

Home Phone: _____ Work: _____ Return Call Time: _____

E-mail: _____

What is your mailing address? _____

Are you the only person on title to the property? ❏ Yes ❏ No If NO, who else is on title? _____

Why are you selling? _____ Where are you moving to? _____

When do you need to be there? _____ Do you need an agent there? ❏ Yes ❏ No

Are you ready to list your home immediately? ❏ Yes ❏ No If NO, when will you be ready? _____

How long have you owned your home? _____ How much did you pay for it? $ _____

Would you describe your home for me?

   # Bdrms: _____ # Baths: _____ # Living: _____ # Dining: _____ Age of Home: _____ Stories: ____

   Subdivision: _____ Type of garage? _____

   Square feet: _____ Lot size? _____

   Special features: _____

What sold you on your home? _____

Describe your location within your subdivision: _____

Have you done any updating to the home since you bought it? ❏ Yes ❏ No

   If YES, What kind of updating? _____

What are homes like yours selling for in your neighborhood? _____

What would be an acceptable selling price for you? _____

What do you owe on the property? $_____ Have you sold a home before? ❏ Yes ❏ No

How did you hear about us? _____

What are the three things you are looking for in a Realtor?

   1. _____ 2. _____ 3. _____

Have you or are you going to talk with any other agents? ❏ Yes ❏ No If yes, when? _____

Great; that should do it for me. Is there anything else I should know? _____

❏ Copy to_____ ❏ Copy to Office CMA Due Date/Time: _____

Pre-list info e-mailed? ❏ Yes ❏ No Contact entered in TP? ❏ Yes ❏ No ❏ TP Plan Changed

Courier to deliver pre-list packet? ❏ Yes ❏ No Delivery Due Date/Time: _____

GREAT! Let me take a moment to make sure I have all the information I need.

Contact Notes

Personality Notes

Top Producer Contact Management

All contacts have THREE contact labels.

Year Entered or Year Transaction Closed: _____

Agent: _____

Origin:

❑ SOI	❑ Vendor	❑ Money Phone
❑ SOI Referral	❑ Vendor Referral	❑ Sign Call
❑ Past Client	❑ Orphan Buyer	❑ Farm
❑ Investor	❑ Orphan Buyer Referral	❑ Just Listed Cards
❑ Past Client Referral	❑ Agent Referral	❑ Just Sold Cards
❑ Builder	❑ Title Company Referral	❑ Penny Saver Ad
❑ Builder Referral	❑ Open House	❑ Toastmasters
❑ Lender	❑ Web	
❑ Lender Referral	❑ 800 #'s	

OTHER (Only required if FARM, PAST CLIENT or REFERENCE)

❑ Past Buyer	❑ Title Rep	❑ Realtor
❑ Past Seller	❑ Lender	❑ Vendor