

## BUYER'S ANALYSIS FOR BETTER SERVICE FORM

[Note: Precede each question with the name(s)]

1. Is this your first visit to the community?      Yes      No  
A. [If yes] Where are you from? \_\_\_\_\_
2. How long have you been looking for a home? \_\_\_\_\_
3. How many people are in your family? \_\_\_\_\_  
A. Number of children \_\_\_\_\_  
B. Names \_\_\_\_\_  
C. Ages \_\_\_\_\_
4. Where do you live now (address)? \_\_\_\_\_  
\_\_\_\_\_
5. How long have you lived there? \_\_\_\_\_
6. Are you investing in your home or do you rent? \_\_\_\_\_
7. If they own, how is the resale market in your area? \_\_\_\_\_
8. May I ask Mr. \_\_\_\_\_ where are you employed? And you, Mrs. \_\_\_\_\_?  
\_\_\_\_\_
9. How long have you been there? \_\_\_\_\_  
**\*Piggyback:** Ask a question about the answer to the last question to keep rapport building.
10. Have you seen any homes you really liked? \_\_\_\_\_  
A. What prevented you from owning that home? \_\_\_\_\_  
\_\_\_\_\_

### URGENCY QUESTIONS

1. How soon had you thought of making a move when you find the right home? \_\_\_\_\_  
\_\_\_\_\_
2. How much time will you have to see homes today? \_\_\_\_\_
3. How many bedrooms would best suit you? \_\_\_\_\_

**IF THEY OWN A HOME**

1. How much do you feel you will realize from the sale of the home? \_\_\_\_\_  
\_\_\_\_\_
2. Will it be necessary to sell your present home to purchase the new one? \_\_\_\_\_  
\_\_\_\_\_
3. Will you be converting any of your other investments to complete the purchase? \_\_\_\_\_  
\_\_\_\_\_

**CALL FOR DECISION**

1. If we are fortunate enough to find the right home today,  
will you be in a position to make a decision to proceed?      Yes      No

**FINANCIAL QUALIFYING QUESTIONS**

(Preface with, "Not to be personal, but to do a better job for you, may I ask,")

1. How much of your savings did you wish to invest in your new home? \_\_\_\_\_  
\_\_\_\_\_
2. What price range have you been considering? (Pause) Better yet, since most people today are more concerned with the monthly investment, how much do you feel you could comfortably invest each month in your new home, including everything? \_\_\_\_\_  
\_\_\_\_\_
3. A rule of thumb most lenders use is the monthly investment should be approximately one-fourth of a person's gross monthly income, after long term bills. Are we in line here? (**Note:** Use on low- to medium-price range properties.) \_\_\_\_\_  
\_\_\_\_\_
4. (To wife) Would you take a moment and describe your present home to me, telling me your likes and dislikes?  
\_\_\_\_\_  
\_\_\_\_\_
5. Do you have any special requirements that you are looking for in your new home? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_