

*Your Knowledge
Helps Greatly*



REALTY EXECUTIVES BRIO



Below is a list of factors that will contribute to the sale of your home. It is important that I understand your priorities, so I know how to customize and better manage that process.

Please list your priorities in order of importance low to high (low importance, moderate importance, high importance).

	LOW	MODERATE	HIGH
Preparation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broker Qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Escrow & Transaction Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After Sales Follow-Up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Current Market Conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time on the Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk-Away Dollars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open Houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing & Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet Exposure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staging & Merchandising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Top Priorities in Selling Your Home



In addition to the basic features of your home, please provide some additional information regarding what makes your home unique or special. This information will enable me to better market your home, help identify – and attract – the most appropriate buyers and ultimately meet your key personal and financial objectives.

Upgrades, remodeling, additions, special qualities and characteristics:



What were the top three reasons you purchased your home?

What do you like most about the property and location of your home?



What do you like least about this property and the location?



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Qualities of Your Home