Cain & Company

LISTING INFORMATION

Date _____ **Name** _____

Seller Name_____Home # _____ Office # _____
Address _____ FAX # _____
Mailing Address _____City/State/Zip _____
Referred by: _____Office # _____ Fax # _____
Company: _____Home # _____ Other # _____
Address: _____Referral Source: _____ % Agreed On _____
City/St/Zip: _____Thank Referring Party _____

1. How did you hear about (Your name)? _____
2. Why do you want to sell?_____
3. When would it be convenient for all decision makers to meet with (Your name)? _____
4. Do you own any other properties in the area?_____ If yes, where?_____
5. Are you thinking of listing them also? _____
6. Where are you moving to?_____Do you know a real estate professional there? _____
7. When do you need to sell? _____
8. How much do you want to list for? _____
9. How much are your underlying loans? 1st:_____2nd:_____3rd: _____
   PITI:_____%_____PITI:_____%_____PITI:_____%_____
10. Are you interviewing any other agents?_____
11. Is there anyone else who will be helping you make a decision about buying?_____
12. Where are you employed? _____What is your combined income? _____
13. If we answer your questions to your satisfaction, will you list your property when you meet (Name)? ____
14. What are you looking for in hiring an agent? _____

Advertising	**Direct Mail**
Ad Snap	Just Listed
Arrow	Just Sold
4 Sale Hotline	Farm
Prospector	Video
Tour	
Yellow Pages	**Other**
	Past Client
	Referral
Telemarket	Agent Ref.
Cold Call	Convention
Expired	Sign Call
FSBO	Flyer
Just Listed	Open House
Just Sold	TMA
Farm Area	Expired
	FSBO

PRESENT HOME

Price Range $ _____ Minimum $_____ Maximum
Down Payment $ _____ Monthly Payment $ _____
Bedrooms _____ # Baths _____
Square footage _____
House type: Single Family – Townhouse/Condo – Patio Home
Other _____ Pool, YES – NO
Parking: 2 Garage 3+ Garage 2 Carport _____
Special Features _____
_____

Directions: _____
_____

FUTURE HOME

Price Range $ _____ Minimum $_____ Maximum
Down Payment $ _____ Monthly Payment $ _____
Bedrooms _____ # Baths _____
Square footage _____
House type: Single Family – Townhouse/Condo – Patio Home
Other _____ Pool, YES – NO
Parking: 2 Garage 3+ Garage 2 Carport _____
Special Features _____
_____

Directions: _____
_____

Action Needed:

_____ Mail/Deliver Prelist Package
_____ Mail video
_____ Put on letter schedule
_____ Thank you letter_____reason
_____ Follow up in _____ days
_____ Change status to _____
_____ Order Listing Kit

Action Taken:

_____ Mail/Deliver Prelist Package _____
_____ Mail video
_____ Put on letter schedule
_____ Sent thank you letter
_____ Rescheduled F/U call
_____ _____ (Misc)
_____ Listing kit ordered from _____

Comments: