These People Probably Want to Buy/Sell Real Estate

Take out your list of people you know. Go through the names one at a time. Bring the person/family into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs/wants of your customers – and the start of a business plan for yourself. Start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, listen carefully for changes going on in their lives that may affect their need/desire to buy/sell real estate.

How many of the people you know:

1. **Have had an increase in family size in the past year?**
2. **Have children age 10 and under? (Give your kids a chance brochure.)**
3. **Have teenage children?**
4. **Have children who have left home recently?**
5. **Are living "below or above their means"?**
6. **Have lived in their same house 7 years or more?**
7. **Have had their employer/company expand in the past year?**
8. **Have had their employer/company downsize in the past year?**
9. **Have received a substantial inheritance?**
10. **Own a building lot?**
11. **Are getting married or are recently married?**
12. **Are getting divorced or are recently divorced?**
13. **Are getting divorced and married?**
14. **Have a dream for "Wake-up Money" investment property?**
15. **Have a dream to live "anywhere"?**