

NEEDS ANALYSIS

Identifying and articulating the client's specific requirements

Agent: Good morning [Client's Name], I'm [Your Name] with [Real Estate Company]. I'd like to take some time to really understand what you're looking for in a new home. May I ask a few targeted questions to start?

Client: Sure, go ahead.

Agent: Great. What prompted you to start looking for a new property?

Client: We're expecting our third child and really need more space. Plus, I'll be working from home permanently, so an extra room for an office would be ideal.

Agent: Congratulations on the new addition! So, more space, an additional room for an office. What does 'more space' look like for you? Are we talking bedrooms, square footage?

Client: At least four bedrooms, and yes, a larger living area would be nice. Something around [specific square footage].

Agent: Four bedrooms, [specific square footage] for the living area. That's very clear, thank you. How do you feel about the location? Are you looking to stay in the same area or explore a new neighborhood?

Client: We'd like to stay within the school district for the kids, but we're open to suggestions within that boundary.

Agent: Staying within the school district is a priority. Understood. And when considering a new home, are there any specific features or amenities you have in mind?

Client: A decent-sized yard for the children and a neighborhood park would be wonderful.

Agent: A yard and close proximity to a park. That's something I can certainly factor into our search. Finally, have you set a budget that you're comfortable with?

Client: We're looking to stay under [specific budget], if possible.

Agent: [Specific budget] is our cap. I can work with that. With this information, I can create a list of properties that align with your needs. How soon are you looking to move?

Client: Ideally within the next six months.

Agent: Excellent, that's a good timeframe. I'll start the search and keep you updated. Thanks for sharing your needs so clearly.