Buyer & Seller Decision Checkup

A five-minute conversation framework to uncover what is really delaying a decision.

ASK FIRST / CHECK THE FACTS / PRESENT TWO OPTIONS

01 / BUYER CHECKUP

START WITH THIS QUESTION

"What part of moving forward still feels uncertain?"

LISTEN FOR

- [ ] Monthly payment
- [ ] Cash to close
- [ ] Home fit
- [ ] Timing
- [ ] Fear of regret

CHECK THE FACTS

- Payment including taxes, insurance and HOA
- Lender-confirmed cash to close and options
- Comparable homes and available alternatives

QUESTION THAT MOVES IT FORWARD

"What would you need to see to feel ready?"

02 / SELLER CHECKUP

START WITH THIS QUESTION

"If your home hasn't sold in 30 days, what changes for you?"

LISTEN FOR

- [ ] Price / competition
- [ ] Presentation
- [ ] Showing access
- [ ] Timeline
- [ ] Net proceeds

CHECK THE FACTS

- Three closest active competing listings
- Recent sold and pending sales when available
- Showing feedback, presentation and likely net

QUESTION THAT MOVES IT FORWARD

"Which change are you willing to make?"

THE BRICKHOUSE MOVE

Turn a conversation into a decision.

CLIENT PLAN

CLIENT / PROPERTY

DATE

1 THE REAL OBSTACLE

2 WHAT THE FACTS TELL US

3 OPTION A

OPTION B

NEXT ACTION / OWNER / BY WHEN

Clarity beats pressure. Better questions lead to better decisions.

Lending scenarios require lender confirmation. Follow brokerage and MLS policies.