

## GOALS / REASONS FOR MARKETING YOUR PROPERTY

Step 1: If there is more than one decision making partner, each should complete alone 1st, then together complete a unified form sharing your personal perspectives. Include each others input on the final form being as specific as possible.

Congratulations: I need a copy.

FACTOR:	EXAMPLE OF SPECIFIC PREFERENCES:	SPECIFY Your Preference or NI (= Not Important)	1 = most FINAL RANKING:
<b>Reasons for selling:</b>			
Housing type change	to apartment/ condo/ trailer park		1 2 3 4 5 6 7 8 9 10
Housing size change	need larger / smaller		1 2 3 4 5 6 7 8 9 10
Must move: job etc.	relocating where?		1 2 3 4 5 6 7 8 9 10
family change	increase/ decrease		1 2 3 4 5 6 7 8 9 10
the property	desire different area/size/yard/location ( see buyer bubble sort )		1 2 3 4 5 6 7 8 9 10
<b>financial concerns:</b>			
	mortgage in arrears		1 2 3 4 5 6 7 8 9 10
	taxes in arrears		1 2 3 4 5 6 7 8 9 10
	assessments in arrears		1 2 3 4 5 6 7 8 9 10
<b>other expenses</b>			
	Need to pay off:	specify debt	1 2 3 4 5 6 7 8 9 10
	Need to pay for:	expense type	1 2 3 4 5 6 7 8 9 10
	Need to purchase:		1 2 3 4 5 6 7 8 9 10
<b>Goals:</b>			
school year timing	summer break, term break, depends on district		1 2 3 4 5 6 7 8 9 10
Other timing issues	specifically:		1 2 3 4 5 6 7 8 9 10
replacement housing	based on ability to find, new build timing		1 2 3 4 5 6 7 8 9 10
Prefer to net certain amount of funds / profit maximization		specify amount	\$
other expenses	Need to pay off:	specify amounts	\$
( even if not a	Need to pay for:		\$
reason for selling )	Need to purchase:		\$
Tax issues	(if this is a 2nd home/ rental property/ business or owned/occupied S/T)		1 2 3 4 5 6 7 8 9 10
<b>To facilitate a sale/trade we can offer:</b>			
Improvements to sell	(so buyer can add to mtg package) would / would not make		1 2 3 4 5 6 7 8 9 10
Financing options	Cash/Conv/FHA/VA/LC/Assump/Takeback		1 2 3 4 5 6 7 8 9 10
The timing:	Can move as soon as ___/can stay until ___		1 2 3 4 5 6 7 8 9 10
Can include:	personal property, professional services, etc.		1 2 3 4 5 6 7 8 9 10
<b>other factors important:</b>			
describe			
<b>example:</b>			
the property	desire different area/size/yard/location ( see buyer bubble sc	want acreage	1