**Pre-Appointment Research Sheet**

By: Name and Company

|  |
| --- |
| Listing Overview:  |
| **How many photos on Realtor.com?\_\_\_\_\_\_****Comments about the order and appeal:****Realtor’s Website Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ # of Other Listings:\_\_\_\_\_\_****Office Association:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ # of Other Listings:\_\_\_\_\_\_****Office Vendor List?\_\_\_\_\_\_\_\_** |
| **Home and Seller Overview:** |
| Initial Impressions of Home in Photos:**Architectural Features that Appeal:****Zestimate:\_\_\_\_\_\_\_\_\_\_\_ Asking Price:\_\_\_\_\_\_\_\_\_\_ Original Asking Price:\_\_\_\_\_\_\_\_\_\_\_****Date Last Sold:\_\_\_\_\_\_\_\_ Sold Price:\_\_\_\_\_\_\_\_\_\_\_ Equity Involved:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Recently Sold Homes Nearby:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Closest Comparable Details:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Buyer Demographic:** |
| **Elevation Style of Homes:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Commutable Neighborhood?\_\_\_\_\_****Lifestyle Cues:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Real Estate Cues:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Education Cues:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Initial Merchandising Ideas:** |