

The Four Questions

It is essential that a Real Estate Agent know the motivation of and urgency of his or her Client. Asking the following questions leads the Agent to determine these critical factors.

1. Why are you thinking about or planning to make a move?

Be sure to discover what I call the deep why. For example, “We are moving because we want more room” is too superficial. So you go on to ask, “Do you want a larger lot or more rooms in your new home?” “Do you want more or extra rooms, larger rooms, tell me more about what you mean by more room?”

Probe for the deep why until you are satisfied that you really understand the motivation and urgency.

2. Ideally, when would you like to have you move complete?

I usually go on to say, “You know if I could snap my fingers and have the move complete with you in your new home, would it be last month, next week, in the spring or it doesn’t matter if you were still here a year from now?”

3. How important is it to have your move complete in that time frame?

In fact instead of “in that time frame” you actually state the time frame they stated earlier. If they said there was no urgency then you just ask it this way. “So, if you are still her in a year or so that would be ok with you?”

You may not need to ask this question if you got a clear and deep understanding from the conversation around the last two questions.

However, if necessary, ask the fourth question.

4. Why is it important to you to make this move?

It may be obvious that you ask these and casually and with discussion of each so that the Seller or Buyer is comfortable and open.

It is also extremely important to ask them because you sincerely want to know and understand what is going on for them to help them accomplish their goals.

Asking these selfishly, just to understand their motivation and urgency for your benefit can backfire and damage the relationship.

As you get comfortable asking these questions, as you make it a habit you will find that your work becomes easier, your relationships richer, and your business naturally prospering.

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