

Home Marketing Questionnaire

Thinking of Moving? Think Young!

Marie Young, Sales Associate, Coldwell Banker Cell: 908.938.2525

1 So. Finley Avenue Basking Ridge, NJ 07920 908.766.0808



Moving can be a daunting task. In all of preparation, it is easy to forget some of the most important things about your home, such as what you love about it, and the things that buyers will find attractive, and all the “hidden” upgrades that were a thankless job putting in, but now bring peace of mind. In that regard, if you could take a few minutes to complete the questionnaire below, and jot down your answers or just list them by number in a return email, we’d like to use your input to sell the lifestyle that goes with your

home, a major element towards a successful sale.

1. When you were searching for a home, what attracted you to this town?

2. What about this particular home set it apart from all the others?

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6. What conveniences do you enjoy living on your street, and are there any neighborhood activities around holidays or events?

7. What memories or things about the home make this move just a little bit harder?

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8. Leaving the home for showings, etc., can be tiresome, especially if there is a need to have other family/resident members in tow, yet it is an important step to the sale process. Do you have an ideal preference or times when the home cannot be shown?

9. List anything else that you think a potential buyer should know that really adds value to your home, remembering that value isn't always about new furnaces, and many times is about the luxuries and memories a home brings. Even something as simple as free weekends because there's low maintenance is a real bonus.

10. Do you have a price in mind that you believe expresses the true value of your home, and would result in a relatively quick sale?

Thanks so much. I appreciate your taking the time to let me know more about your home and lifestyle, and will use your points to present your home in the best light possible.