

MOG Lead Sheet

Property Address: _____

Seller Information

Name	Phone	Email
_____	_____	_____

Address / City / State / Zip _____

How did you year about us?

Property Questions

Home type? _____	Beds / Baths? _____	Square feet? _____
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Year built? _____	HOA fees? _____	Living situation (owner occupied, rented, vacant)? _____
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Neighborhood rent/own ratio?

Property Condition

On a scale of 1-10, how would you rate the condition of your house? _____

What repairs are needed?

Any upgrades done and when were they done?

Age of roof? _____	Age of A/C unit? _____
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If you were going to renovate the house to sell yourself, how much would you expect to spend?

If I gave you \$50,000 to rehab your property, what would you fix or renovate?

Landlord

What are tenants paying in rent? When do their leases expire? Are they current in payments?

Seller Motivation

Amount left on mortgage? Mortgage payment amount?

Loan type (FHA, Conventional, VA, Loan rate and rate type (Fixed or Variable)?

Are the payments current? How long owned?

Why are you selling?

Do you have an asking price in-mind?

Are you in a time crunch to sell?

What have you tried to do so far - rent/sell?

How long have you been thinking about selling the property?

What's your ideal outcome with the property - are you looking to get full price or a quick cash offer?

Would you let me make payments for a period of time before I close you out? (seller financing)

What do you need to net at closing?

How soon were you looking to move?

Have you already found a new place to live?

What do you plan to do with the money from the sale?

What kind of expenses are you dealing with?

If we can't come to an agreement for me to buy the house, what will you do?

If I were to offer you all cash and close as quickly as you'd like what is the best price you could give me?

Miscellaneous

Do you have other properties you are interested in selling? (list here)

Lead Evaluation

Lead type (hot, warm, cold)

Potential exit strategy

- _____ Buy and hold - rental
- _____ Buy and hold - seller financing
- _____ Link option
- _____ Sub-2
- _____ Sandwich lease option
- _____ Purchase lease option
- _____ Flip
- _____ Wholesale
- _____ Wholetail
- _____ List on MLS

Are we offering?

- _____ Yes
- _____ No - Aggressive follow-up
- _____ No - Normal follow-up
- _____ No - Passive follow-up
- _____ No - No follow-up
- _____ Go Eff Yourself