

Asking the Right Questions

Buyer Needs Assessment Form

Purpose

Helps you gather essential information about potential buyers' needs and preferences.

Template: Buyer Needs Assessment Form

Please fill out the following form to assess the needs and preferences of potential buyers thoroughly.

Field	Description	Input
Buyer Name	The full name of the potential buyer.	<input></input>
Type of Home They're Looking For	Specify the type of home (e.g., single-family, condo, townhouse).	<input></input>
Budget	Indicate the budget range for purchasing a home.	<input></input>
Location Preference	Preferred location or neighborhood.	<input></input>
Must-Have Features	List essential features the buyer wants in a home.	<input></input>
Deal Breakers	Features or aspects that are unacceptable.	<input></input>
Timeline for Purchase	Expected timeline for purchasing a home.	<input></input>

Checklist

- Buyer Name: Enter the full name of the potential buyer.
- Type of Home They're Looking For: Collect details about the desired home, including the number of bedrooms, bathrooms, and preferred architectural style.
- Timeline for Purchasing: Determine the buyer's expected purchasing timeframe.
- Budget: Establish the financial range the buyer is prepared to spend.

- **Financing Status:** Verify the buyer's current financing status, whether pre-approved or in loan processing.
- **Reason for Choosing This Subdivision:** Understand the buyer's reasons for selecting a specific subdivision, such as its location, amenities, or community features.
- **Notes:** Record any additional information or specific preferences the buyer may have.

Use this template to systematically gather and organize information from potential buyers, ensuring that their needs and preferences are clearly understood and addressed.