



PREP Worksheet

PRACTICAL REAL ESTATE PRACTICES

Wants, Needs, Pain and Pleasure

Step 1: **Wants**

1. What are you looking for in your next home?
2. What are you thinking in terms of list price?

Step 2: **Needs**

1. What are the absolute needs in the next home?
2. How much are needing to net on the sale of your home?
3. What is more important, selling quicker or for the most possible?

Step 3: **Pain**

1. Why is _____ so important in your next home?
2. Why is selling for _____ needed?
3. **Tell me more about that.**

Step 4: **Pleasure**

1. Reiterate how the pain being solved will bring pleasure
2. Discuss reaching their home selling goals will make their life better