

PROFILER

REAL ESTATE

ICP QUESTION
GUIDE

DEMOGRAPHICS AND PERSONAL DATA

- What's your age group?
- What's your highest education level?
- What do you do for work?
- What's your gender?
- Are you married?
- Do you have children?
- How many properties do you own/have you owned?

FINANCIAL SITUATION

- What is your current financial status?
- What's your household income?
- What's your monthly budget?
- When you started looking for a real estate agent, were you financially prepared to move, or were you waiting to overcome some obstacle or receive an influx of cash?
- Were you working with a lender before you came to us?
- Did you save money over a period of time to purchase a home, or did you have a sudden influx of money (such as receiving an inheritance, selling a company, or getting an insurance payoff)?

MAJOR INFLUENCERS AND ONLINE BEHAVIOR

- Which social media platforms do you use every day?
- Which social media platforms do you use on a weekly basis?
- Where do you go for information about available real estate opportunities?
- How do you stay up-to-date with current information about real estate in your area?

HOPES AND GOALS

- What goals did your family have with regard to moving?
- How did using [your real estate services] help your family reach their goals?
- How did you decide where you wanted to move to?
- What motivated you to put your house on the market?
- What features were most important to you in a new home?

PAIN POINTS

- What was your family's biggest challenge when it came to real estate services?
- Did you have a deadline to find a new real estate opportunity or sell your home?
- How has using our services helped you overcome those challenges?

PRICE SENSITIVITY

- At what price would you consider [type of real estate service] to be so expensive that you would not consider using it?
- At what price would you consider [type of real estate service] to be so cheap that you doubt the quality?
- At what price would you consider [type of real estate service] to be somewhat expensive, but still an option?
- At what price would you consider [type of real estate service] to be a great deal?

DECISION FACTORS AND PURCHASE PROCESS

- Where did you first hear about us?
- Why did you decide to work with us?
- Were you working with another real estate agency before working with us? If so, why did you switch?
- How long were you searching for a home before you started working with us?
- How did you set requirements for your real estate purchase decision?

COMMON OBJECTIONS

- What main concerns did you have about purchasing a new home/selling your home?

- How did your real estate agent help you deal with your concerns?

USE OF YOUR SERVICES

- How do you prefer to communicate with your real estate agent?
- Did our services live up to your expectations?
- How did your real estate agent help your family?
- How did working with your real estate agent benefit you as an individual?
- What price did you expect to get for your home? How did your real estate agent help you get that price?
- What were you expecting to pay for a new home? How did your real estate agent help you stay within your budget?