CENTURY 21
Alliance

Seller Intake Q&A Booklet

Questions to gather the right information for ChatGPT property research, CMA prep, and seller appointment strategy

How to use this booklet

1. Complete the questions before or during your first seller conversation.
2. Use the answers to fill in the Master Prompt fields.
3. Verify important facts through MLS, RPR, tax, county, municipal, title, or professional sources.
4. Bring your strongest questions and missing items to the listing appointment.

Property Address

Seller Name(s)

Appointment Date / Time

Agent Name

Bob Latigona
Broker Associate & South Jersey Regional Trainer | Century 21 Alliance

01 Property Basics

Collect the facts that will become the foundation of the Master Prompt. When you do not know an answer, write "unknown" and verify it later.

Full property address, including city, state, and ZIP:

Property type: single-family, townhouse, condo, multi-family, mixed-use, other?

Known beds, baths, approximate square footage, lot size, and year built:

Basement, garage, parking, pool, fireplace, deck, porch, or other major features:

Is the property owner-occupied, tenant-occupied, vacant, or partially occupied?

What does the seller believe are the home’s strongest selling features?

What does the seller believe could be a concern for buyers?

02 Seller Motivation, Timeline & Decision-Makers

These questions help you understand urgency, expectations, who must approve decisions, and how to structure your appointment.

What is causing you to think about selling now?

Where are you planning to move, and do you already have another home identified?

What is your ideal time frame to be on the market, under contract, and closed?

Is there a deadline connected to work, school, retirement, family, another purchase, or relocation?

Who else needs to be involved in the listing and pricing decisions?

Are all owners available to sign paperwork and participate in the appointment?

What would make this move a success for you?

03 Ownership, Mortgage & Title Clues

These are not legal conclusions. They are questions that help you identify what must be verified by records, title, attorney, broker, or other professionals.

How is title held, to the best of the seller's knowledge? Individual, joint, trust, estate, LLC, corporation, other?

Are there any divorces, estates, trusts, powers of attorney, probate matters, or family members involved?

Do you have an approximate mortgage payoff or home equity loan balance?

Are there any liens, judgments, tax issues, unpaid municipal bills, or association balances you know of?

Do you have a recent deed, survey, title policy, or closing statement from when you purchased?

Are there any easements, shared driveways, private roads, encroachments, or boundary concerns?

04 Condition, Updates & Improvements

This is where the seller’s story fills in what public records and MLS data cannot see.

What major improvements or renovations have been completed, and when?

Were permits required for any of the work, and were they obtained and closed?

What updates were cosmetic versus structural or system-related?

Are there any known defects, water issues, mold concerns, pest issues, settlement, leaks, or recurring repairs?

Are there warranties, receipts, contractor invoices, maintenance records, or service agreements available?

What items are excluded from the sale? Fixtures, appliances, curtains, light fixtures, equipment, etc.?

05 Major Systems & Property Components

These answers help shape pricing, disclosure preparation, buyer confidence, and inspection expectations.

Roof: approximate age, type, known issues, repairs, or replacement details:

HVAC: age, fuel type, service history, warranties, or concerns:

Water heater: age, type, ownership/rental status, and condition:

Electrical: panel size, updates, knob-and-tube/aluminum wiring concerns, generator, EV charger?

Plumbing: material if known, leaks, sewer line concerns, sump pump, French drain, water softener?

Basement/crawlspace/attic: finished areas, moisture, insulation, access, structural concerns:

Exterior: siding, windows, doors, deck, fencing, driveway, drainage, grading, landscaping concerns:

06 Flood, Environmental & Special Property Issues

These questions help uncover items that can affect financing, insurance, buyer confidence, disclosures, and closing timelines.

Is the property in or near a flood zone, waterway, drainage area, wetlands, or conservation area?

Has the seller ever carried flood insurance or received an elevation certificate?

Is there a septic system, well, private water, public sewer, or public water?

Is there or was there ever an underground oil tank, above-ground tank, or converted heating system?

Are there solar panels? If yes, are they owned, financed, leased, or under a power purchase agreement?

Any known environmental concerns, prior fire/smoke damage, insurance claims, radon, lead, asbestos, or UST concerns?

07 Municipal, HOA, Condo & Community Questions

Use this section to avoid surprises around resale requirements, rules, fees, restrictions, and marketability.

Is there an HOA, condo association, private community, or management company?

What are the monthly/quarterly fees, transfer fees, capital contributions, or special assessments?

Are there pet, rental, parking, exterior, short-term rental, or occupancy restrictions?

Are there any current disputes, violations, pending assessments, or litigation involving the association?

Do you know the local certificate of occupancy, resale, smoke/CO, fire extinguisher, or municipal inspection requirements?

Have there been any additions, decks, pools, sheds, finished basements, conversions, or changes that may need permit verification?

Any zoning, use, non-conforming, business use, accessory dwelling, rental registration, or code concerns?

---

08 Pricing Expectations, Prior Listing History & Market Position

These questions help you understand the seller's mindset before you build the CMA conversation.

Have you researched online values or received opinions from other agents? What numbers have you seen?

Do you have a price you are hoping to achieve? Why is that number important?

How flexible are you if the market suggests a different value range?

Has the home been listed before? If yes, when, at what price, and what happened?

What feedback did you receive from showings, buyers, agents, or previous listing activity?

Are there any nearby homes you believe are good comparisons? Why?

If the home sells quickly, are you ready to move? If it does not sell at your desired price, what is your backup plan?

09 Showing, Marketing & Communication Preferences

These answers help you create a seller experience that feels organized, professional, and predictable.

What are the best showing days and times? Any restrictions, pets, alarms, locks, tenants, or special access needs?

Will the home be ready for photos and showings? What still needs to be cleaned, decluttered, repaired, or staged?

What are the top three things a buyer should know about the home?

What are the top three things a buyer should know about the neighborhood or location?

How do you prefer to communicate - call, text, email, weekly report, in-person, or a mix?

How often would you like updates once we are live on the market?

What are your biggest concerns about the selling process?

---

10 Documents to Request From the Seller

These documents help you verify facts, prepare disclosures, create stronger marketing, and reduce surprises.

- ☐ Survey
- ☐ Prior title policy
- ☐ Deed copy
- ☐ Recent mortgage statement/payoff contact
- ☐ HOA/condo documents
- ☐ Rules and regulations
- ☐ Solar lease/loan/PPA documents
- ☐ Roof/HVAC/water heater invoices
- ☐ Permits/approvals
- ☐ Warranties
- ☐ Prior inspection reports
- ☐ Radon/termite/septic/well reports
- ☐ Flood insurance/elevation certificate
- ☐ Utility averages
- ☐ Service contracts
- ☐ List of improvements
- ☐ Seller disclosure details
- ☐ Receipts for major updates
- ☐ Floor plans/architectural drawings
- ☐ Rental lease if tenant-occupied

11 Research Sources to Use Before the Appointment

Bright MLS	Subject history, prior listings, photos, remarks, comps, active competition, pending activity, expired/withdrawn listings.
RPR / narrpr.com	Public-record data, property facts, maps, mortgage/tax clues, valuation tools, neighborhood and market reports.
Public tax records	Owner name, block/lot, assessed values, property class, annual taxes.
County clerk / land records	Deeds, mortgages, discharges, liens, judgments, easements, recorded documents.
Municipal records	CO/resale requirements, permits, zoning, rental registration, local compliance items.
FEMA flood maps	Flood zone research and flood-related questions to verify.
Google Maps / aerial / street view	Location factors, roads, amenities, lot context, surrounding properties.
Seller-provided documents	The story behind the records - updates, permits, warranties, condition, exclusions, history.

12 Copy-Ready Information Summary for the Master Prompt

After completing the booklet, transfer these answers into the Master Prompt. This page helps agents keep the most important inputs in one place.

Property Address:

Property Type:

Known Beds/Baths/Square Footage/Lot Size/Year Built:

Seller Timeline:

Seller Motivation:

Seller Desired Price or Range:

Known Updates:

Known Issues or Defects:

HOA/Condo/Septic/Well/Solar/Flood/Oil Tank Notes:

Prior Listing History:

Strongest Seller Questions to Bring to the Appointment:

Items I Must Verify Before Making Recommendations:

13 Verification Checklist & Class Teaching Points

Use this page as a final reminder before the appointment. ChatGPT can help organize and analyze, but verified professional data matters most.

- ☐ Ownership and all decision-makers
- ☐ Square footage and property facts
- ☐ Open permits or municipal requirements
- ☐ Flood zone and insurance concerns
- ☐ HOA/condo rules, fees, and restrictions
- ☐ Septic/well/oil tank/solar documents
- ☐ Prior listing history and seller feedback
- ☐ Known defects and disclosure questions
- ☐ Mortgage payoff or title complexity
- ☐ Best sold comps and current competition
- ☐ Expired/withdrawn warning signs
- ☐ Seller's pricing expectations and flexibility

> **Best class language:**
>
> ChatGPT can help you prepare like a professional, but it cannot replace your professional responsibility. Use it to organize information, identify questions, spot possible red flags, and prepare seller-friendly communication. Then verify the facts through the right source.

> **Final agent reminder:**
>
> Better input creates better output. The more complete the seller intake and property research, the stronger the Master Prompt response will be. Good research in. Better listing strategy out.

Notes: