

# Features Questionnaire



By highlighting the **Key Investments** and **Best Kept Secrets** about the property you are about to list, buyers will know how well it has been taken care of and discover what makes it truly special.

You may want to record the conversation so that you can focus on the discussion or have a dedicated note taker. If you choose to record the discussion, you should disclose to your clients that you will be recording for note taking purposes only and that it will not be kept or shared.

---

Have the following discussion with your clients, start with an introduction and warm up:

“This short discussion will be used to highlight what makes your property special, provide some visibility to the care you’ve taken in maintaining it, and otherwise help prospective buyers see the property’s true value. This conversation should last no longer than 15 minutes. Is it ok if I record this for note taking purposes only? It will not be kept or shared afterwards. Do you have any questions before we begin? Let’s start with the basics.”

- Tell me about the roof, water, furnace, air conditioner and any other similar systems.
- When was the last time each was serviced? Are they owned or rented?
- Have you made any improvements noted in your original home inspection?
- Improved the energy efficiency or reduced flood risk?
- Tell me about a recent improvement you’ve made to your property.
- What other investments have you made?
- How did each benefit you / your family / your property?
- Have you made any unique customizations to your home or property? Smart home additions, VR installations, imported materials, artistic enhancements, etc.
- How did each customization benefit you / your family / your property?
- What do / did you love about living in / owning this property?
- Tell me about your street / apartment floor?
- What made your street / floor unique, special or otherwise noteworthy?
- Tell me about any local events, digital communities, or other noteworthy things about your neighbourhood. This could include street parties, farmers markets, community garage sales, facebook groups, a park with splash pad services, dog parks, etc.
- Tell me about any shops, restaurants, or other businesses you love in your neighbourhood.
- Is there anything I haven’t asked you about that you think would be a selling point for potential buyers?