

# Life Changes Drive Real Estate Needs

1. **Have had an increase in family size this year?**
2. **Have children age 10 and under? (give your kids a chance)**
3. **Have teenage children?**
4. **Have children who have left home recently?**
5. **Are living "below their means"?**
6. **Have lived in their same house 7 years or more?**
7. **Have had their company expand in the past year?**
8. **Have had their company downsize in the past year?**
9. **Have had a substantial inheritance?**
10. **Own a building lot?**
11. **Are getting married?**
12. **Are getting divorced?**
13. **Are getting divorced and married?**
14. **Have a dream for "Wake-Up Money"?**
15. **Have a dream to live "anywhere"?**

## Ideas how to use this list of questions:

- Keep this list on hand while making weekly F.O.R.D calls, listen for "yes"s to these questions in conversation.
- Make a list of the people you know (see worksheet attached). After going through your entire list, you should have a clear picture of the potential real estate needs of your customers for next year – and start of a business plan for yourself.



