

# Listing Evaluation Form

Date  Agent

Property

Seller

List Price  Expiration Date

Rate the Following:

**Seller Motivation**

1 2 3 4 5 6 7 8 9 10

No Rush Neutral Wants sold in 30

**Condition of Property**

1 2 3 4 5 6 7 8 9 10

Poor Neutral Best in Class, Perfect

**Offering Price in Current Market**

1 2 3 4 5 6 7 8 9 10

10% or more over Market Neutral 3% to 5%

**Access for Showing**

1 2 3 4 5 6 7 8 9 10

24 Hours Notice Neutral Go & Show

**Location compared to Competing Offers**

1 2 3 4 5 6 7 8 9 10

Inferior Neutral Far Superior

**Length of Time on Market**

1 2 3 4 5 6 7 8 9 10

More than 180 Days 90 Days Less than 30 Days

**Total Score**

**Divide by**

**Salability Score**

- 90 to 100%** Should sell in 45 days or less if scored honestly.
- 75 to 89%** Could take as long as 180 days and may need further price adjustment if market changes.
- 51 to 75%** Need to make adjustments in several areas to increase salability or cancel listing.
- 50% or less** DO NOT take listing. If already listed, make changes or give back to seller.