

Placester Worksheet: Creating A Stellar Ode To A Home

Ask Your Sellers To Answer These Questions

Collect the answers via email only if your sellers are willing to dig deep into their answers in writing. Otherwise, this should be a conversation you have with the sellers, where you're asking follow-up questions and pulling more memories out of them.

Start with the basic details (even if you already know the answers, this will get the seller into the storytelling mindset):

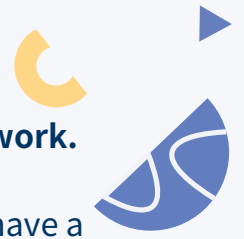
- **When did you buy this house?**
- **How long have you lived there?**

Walk them back to where they were in life when they purchased the home.

- **Why did you want to buy a house at that point in time?**
- **Why did you start looking at homes in this neighborhood?**
- **Do you remember when you first saw this house advertised for sale?**
 - Was it on the MLS? / A street sign? / An online portal? / Did your agent tell you about it?
 - What were your immediate impressions based on the listing?
- **Do you remember walking inside for the first time?**
 - What was the first thing you noticed?
 - When was the first moment you thought this might be the house for you and your family? Can you describe how that felt?

Then ask them to consider their fondest memories inside the house.

- **What life events have you experienced in this house?**
 - Did you get a pet for the first time? / Get married? / Have kids?
 - What did your pets or kids especially love about living here?
 - What were your hobbies and pastimes while you lived here?
- **Describe what it's like to wake up every morning inside the house.**
 - How do you start your day?
 - Where do you drink your morning coffee or tea, and where do you read the news or check your email?



- **Explain what it's like to come home to this house after a long day at work.**
 - How is dinner usually served or prepared? Where do you eat?
 - How do you wind down after dinner? Where is your favorite place to have a glass of wine, or to settle down with a book or the latest show?
- **Discuss your experience of leisure and entertainment in this house.**
 - Do you host friends or family for dinners and holidays? What's that like? Where in the house do you gather? What do your guests love about visiting your home?
 - Do you live near any venues or parks or arenas or other attractions? Recreation centers? Sports stadiums? What's within close walking or driving distance to you, and how have you taken advantage of that proximity during your time there?
- **How does the house help enhance your appreciation of natural events? (Adjust these questions to fit your region!)**
 - Do you ever watch the sunrise or set from your house? Where is your favorite place to watch those things?
 - Do you enjoy snowstorms or rainstorms? Where do you like to hang out in the house to absorb those phenomena?
 - Do the leaves change, or are there bodies of water visible from the house, or other natural wonders in the region that you can appreciate especially from the house?
 - What features in the house keep it comfortable when it's cold or hot outside?
- **What will you miss the most when you leave?**
 - This is a chance for your sellers to tell you anything about the house that they haven't already.

