**Certified New Home Specialist ™**

# **Prospect Profile Summary**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Community: | | | Source: | | | |
| Names: | | | Home Phone: | | | |
| Address: | | | | | Rent / Own: | |
| His Occupation: | | | Work Phone: | | | |
| Her Occupation: | | | Work Phone: | | | |
| Email: | | | | | | |
| Buyer Representative: | | | Phone: | | | |
| New Home Style: | | | Price Range: | | | |
| Features: | | | | | | |
| Timing: | | | | | | |
| 1st Visit | 2nd | 3rd | | 4th | | 5th |

**Needs**

### &

##### Motivations

**Timing**

### &

##### Commitment

**Location**

### &

### Home Site

**Design**

### &

**Quality**

**Builder**

**&**

### Sales Reps

**Costs**

**&**

**Financing**

**Trust**

### Need

**Benefit**

**Urgency**

### Status

|  |  |
| --- | --- |
| **+** | Positive |
| **–** | Negative |
| **?** | Needs Follow-up |

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**Status**

### Notes

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**Certified New Home Sales System™**

# **Prospect Profile Summary**

Notes

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**Status**

Page \_\_\_\_

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