Case Study Interview Questions

The 13 questions in this document are designed to help you find out more about your clients thought process before, during, and after buying a home with you. Prospective buyers want to know this information when they are comparing you to your competition. Ask your client these interview questions over the phone or simply copy and paste them in an email.

## **1) Your experience looking for a new home**

What made you start looking for a new home?

How did you find out about our company?

Which other builders did you look at before deciding to work with us?

## **2) Your experience buying a new home from us**

What makes our homes different compared to others you’ve looked at?

Why did you choose to build with us?

How easy or hard was it to get started?

What are your favorite features? Why?

Tell me about the most positive experience you've had while building a home with us. (Please give specific details.)

## **3) Your experience after moving in to your new home**

How has living in your home been so far?

Tell us about your experiences and what you’ve done to make your home *yours*?

What do you hope to do with your home moving forward?

Would you recommend our homes to others?

What is the single biggest reason you would recommend our homes?