

Luxury homes reflect their owners' lifestyles

If you are a seller, the likely buyer for your home is someone who will appreciate the home's features and amenities, a buyer who enjoys a lifestyle similar to yours.

If you are a buyer who is searching for the perfect home, you are looking for a lifestyle match. In either case, so that we can best help you meet your real estate objectives, provide you with better service and stay in touch in a meaningful way, will you please take just a moment to let us know a bit about your preferences and interests?

As we begin to work together:

How do you prefer that we communicate with you?

Email _____

Phone _____

Other _____

How often would you like us to be in touch? _____

Sellers – what three things about your home have you enjoyed most?

Buyers –What three features or amenities do you want most in your next home?

Lifestyle Interests (Please check the things that are of interest to you and/or your family):

- | | | | |
|--|---------------------------------------|---|---|
| <input type="checkbox"/> Cooking | <input type="checkbox"/> Fine dining | <input type="checkbox"/> Wine | <input type="checkbox"/> Foreign travel |
| <input type="checkbox"/> Domestic travel | <input type="checkbox"/> Golfing | <input type="checkbox"/> Sailing | <input type="checkbox"/> Boating |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Fly fishing | <input type="checkbox"/> Deep sea fishing | <input type="checkbox"/> Hunting |
| <input type="checkbox"/> Skiing | <input type="checkbox"/> Snowmobiling | <input type="checkbox"/> Snowboarding | <input type="checkbox"/> Bicycling |
| <input type="checkbox"/> Motorcycling | <input type="checkbox"/> Hiking | <input type="checkbox"/> Running | <input type="checkbox"/> Walking |

Institute for Luxury Home Marketing Lifestyle Questionnaire

- Yoga
- Pilates/exercising
- Martial arts
- Tennis
- Handball/Squash
- Wind surfing
- Home decorating
- Swimming
- Playing cards
- Chess
- Reading
- Civic activities
- Volunteering for charity
- Gymnastics
- Fashion shows
- Fine art
- Museums
- Opera
- Theatre
- Ballet/Dance
- Movies
- Zoos
- Activities for kids
- Photography
- Country club membership
- Social networking (online)
- Blogging
- Shopping
- Gardening
- Healthy eating
- Living "green"
- Recycling
- Casual entertaining at home
- Formal entertaining at home
- Attending charitable benefits
- Real estate investing
- Taking care of older relatives
- Spectator sports, especially _____
- Playing team sports, especially _____
- Equestrian activities _____
- Pets _____
- Collecting _____

What else is important about your lifestyle and interests that you want us to know?

Name _____

Birth month and day _____

Name _____

Birth month and day _____

Number of children at home _____

Names and (ages) _____ ()

_____ ()

_____ ()

_____ ()

Other household members? (parent, nanny, household staff?) _____
