

Buyer's Agent Team Coaching™

Session 18

Mastering Your Buyer Consultation – The Opening



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Discover the four components to a great sales presentation
- Create a structure and powerful Buyer Consultation
- Practice “The Opening” of your Buyer Consultation

FOUR COMPONENTS OF A GREAT SALES PRESENTATION

CONFIDENCE

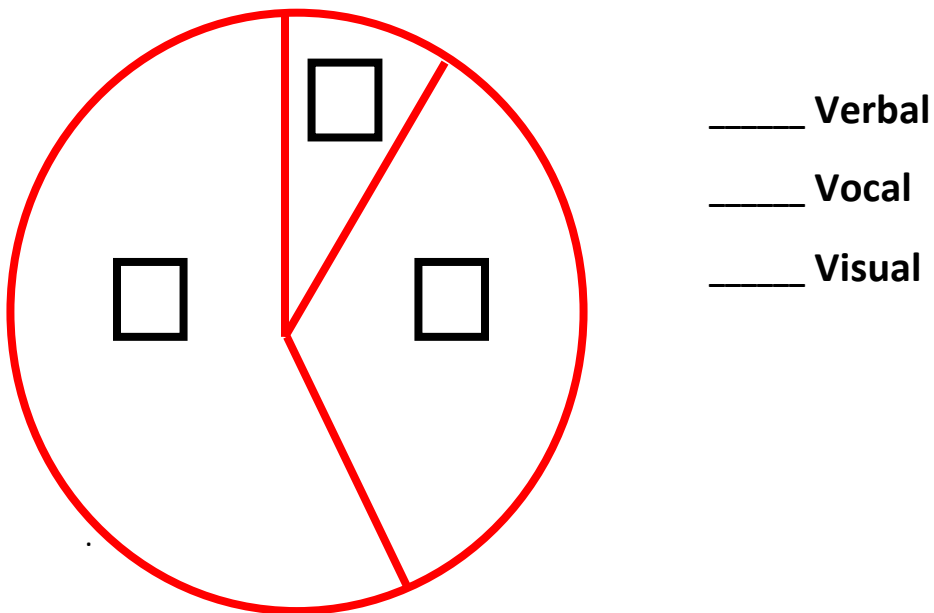
CONVICTION

ENTHUSIASM

ASSERTIVENESS

COMMUNICATION

- **Verbal:** These are the actual words and phrases you use to communicate to them.
- **Vocal:** This is the tone and pace of your delivery. This carries more weight than the words.
- **Visual:** What people see when you speak.



THE BUYER PRESENTATION

A successful Buyer Presentation:

1. Securing a full exchange of commitments
2. Clarity of expectations of services and value
3. Establishing reasonable expectations in the buyer based on market conditions

“THE OPENING”

I want to thank you for the opportunity to meet with you today. I want you to know that typically these consultations take around 30 minutes.

My job is to help you evaluate the marketplace, evaluate the opportunities and values in the marketplace, and make the best selection for you and your family. Then to help you acquire the home that meets your family's needs and financial needs in a manner that reduces the stress and anxiety that is associated with purchasing a new home.

There is a tremendous difference in agents you can work with. Each agent operates independently and approaches their business in a different way. There are differences in knowledge, skills, strategy, attitude, experience, communication, negotiating style, and ultimately, results.

I spend time with you upfront to clearly understand your objectives and needs to ensure a successful relationship. That is why my clients are so pleased with my service and refer their friends to work with me as well. It is truly an honor when that happens. I certainly want to earn the right to your referrals as well.

It really matters who you select to represent your interests in a real estate transaction. The agent you select to represent you in securing your next home can affect:

The home you select. The long term appreciation you generate through your home, your financial position years down the road, the legal pitfalls associated with a transaction, how your offer is presented, the financing you receive, the stress you experience during the transaction, the timeliness of the closing, the quality and frequency of the communication during and after the transaction, the price you pay for the home; just to name a few.

All these are factors that a professional agent like myself can influence positively on your behalf. Do you see why I want to meet with clients like yourself upfront to ensure high service standards? Enough about the role of an agent, let's talk about the most important part which is what's important to you.

OPENING CHECKLIST

My Role:

- Evaluate the marketplace and key opportunities
- Evaluate values in the marketplace
- Assist you in selecting the best property
 - For your family
 - For your financial needs
- Help you acquire that property
- Reduce stress

All Agents are different:

- Knowledge, skills, strategy, attitude, experience, communication, negotiation style
- Results
- Investment of time to understand your goals and objectives
- Referral relationship

It really matters who they select to represent your interests:

- The home you select
- The price you pay
- Your short and long-term appreciation
- Real estate legal pitfalls
- How your offer is written and presented
- Your financing
- The stress you experience
- The timeliness of your move
- The communication

BREAKOUT SESSION

BREAKOUT SESSION 18

You are meeting with a buyer for the first time in a consultation. We want to deliver a powerful opening to our presentation.

BREAKOUT DEBRIEF

BUYER COUNSELING INTERVIEW

Buyer Name: _____ Date: _____

Address: _____

Phone: _____ Work: _____

Email: _____ Cell: _____

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How do you prefer to be contacted? _____

Are you currently committed with a Realtor under a Buyer Brokerage Agreement? _____

Have you used the services of a Realtor before? What did you like best about what your Realtor did?
What didn't you like? _____

Have you seen any homes you liked? _____

What prevented you from buying? _____

What specific things do you have to have in your new home? What things do you want? (Be sure to go 3 deep, what is important to you about that? Why is that important?)

In what area do you want to live? _____

What style of home do you prefer? _____

What would be your ideal move in date? _____

How many bedrooms do you want? _____

Any preference on which level? _____

Are there any other things that are important to you in your home purchase? _____

If you couldn't have it all...recap all needs and prioritize: _____

What is the best time for you to look at homes? _____

Does anyone else have to approve of your purchase? _____

If I found the right home for you this week, is there anything that would prevent you from buying it? _____ If yes, what would that be? _____

On a scale from 1 to 10, with 1 being that you are just curious and 10 being that you need to buy a home today – where would you rate yourself? _____

What would it take for you to become an 8, 9, or 10? _____

May I ask you some financial questions? _____

Will you be paying cash or financing your purchase? _____

Have you met with a lender yet? _____ If so, who? _____

Including taxes and insurance, what monthly payment are you comfortable with? _____

What approximate price range do you want to look in? _____

How much in available funds do you have for a home purchase? _____

Where will those funds be coming from? _____

Does this include closing costs? _____

If not renting, do you need to sell your home in order to buy now? _____

What is current mortgage balance? _____

What do you think the estimated sales price will be? _____

Where do you work? _____ Co-Buyer? _____

How long? _____ How long? _____

Income? _____ Income? _____

What are your monthly financial obligations? Car? Revolving credit? Loans?

I find that conflicts arise when expectations differ. With that in mind, let's switch gears for a minute. What would you be expecting from me as your real estate consultant?

What do you feel I have the right to expect from you as my partner? _____

Is there anything else that I didn't ask, but should have, that would help me understand your situation better? _____

ACTION PLANS – WEEK 18

1. Review and revise the questions to ask the buyer.
2. Practice “The Opening” at least six times this week.
3. Decide on whether you will memorize the opening or use the outline.