

# Buyer Mastery™

## Session 10

### Mastering Your Buyer Consultation



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 structured and powerful Buyer Consultation.
- Practice “The Opening” of your Buyer Consultation.
- Engage in a full exchange of client commitments.

**FOUR COMPONENTS OF A GREAT SALES PRESENTATION**

**CONFIDENCE**

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**CONVICTION**

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**ENTHUSIASM**

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**ASSERTIVENESS**

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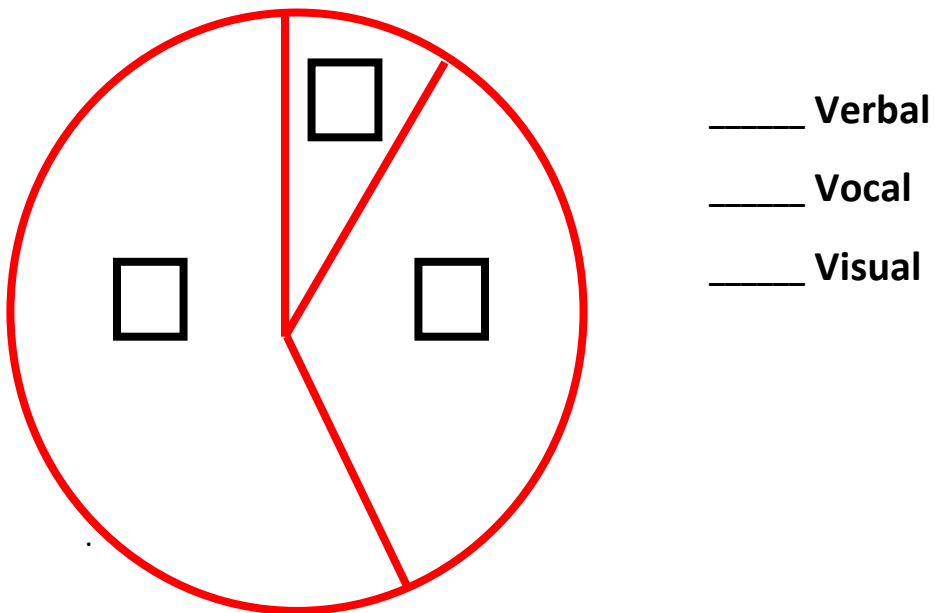
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COMMUNICATION

- **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 10**

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**

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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? \_\_\_\_\_

**BUYER MASTERY SESSION 10 – MASTERING YOUR BUYER CONSULTATION**

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

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Have you seen any homes you liked? \_\_\_\_\_

What prevented you from buying? \_\_\_\_\_

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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?)

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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? \_\_\_\_\_

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

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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?

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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?

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

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

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THE EXCHANGE OF COMMITMENTS

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I APPRECIATE THE OPPORTUNITY TO MEET WITH YOU TODAY

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I DON'T WORK WITH EVERYONE

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*“Bob and Susan, I want you to know that I don’t work with everyone who calls or even with everyone I meet with. To be able to provide the services I provide, and that you indicated you want, I have to choose my clients. The big benefit for my clients is this approach allows me a greater amount of time to invest in my client’s total satisfaction. My clients end up securing the best homes in the marketplace at the best values in the marketplace. In the end, by working this way, the client saves time, frustration, even money and especially stress because I am able to give them the attention they deserve.*

*Based on our discussion thus far, do you see the benefit in that?”*

**I CAREFULLY SELECT MY CLIENTS**

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**I WORK ON A CONTINGENCY FEE BASIS**

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*“Bob and Susan, I want you to understand that I work on a contingency fee basis. That means that this meeting and all the services I will provide to you will be in the hope and expectation that I will be paid at closing in the future. It’s a risk as an agent I am willing to take with the right clients. I have had situations where I did a tremendous amount of work and the transaction didn’t close so all that work, time, effort, energy, counsel and advice went out the window as unpaid.*

*I, just like you, have a mortgage payment and other bills. I owe it to my family to ensure I work in a manner that serves my clients well in addition to ensuring my compensation. I believe I can help you. The benefit is I want to do an outstanding job for you so I do receive payment at the conclusion of your home purchase.”*

**IT TAKES WORK AND MY COMMITMENT TO SUCCEED**

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*“I’m sure you’ll agree that all the services we talked about takes hard work, correct? We also agreed that these are the services you are looking for, right?”*

## BUYER MASTERY SESSION 10 – MASTERING YOUR BUYER CONSULTATION

### I BELIEVE I CAN HELP YOU

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### IT MATTERS WHO REPRESENTS YOUR INTERESTS

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### FINAL CLOSE

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#### Good presentation:

- a) Benefits based
- b) Trial closes
- c) Enthusiasm, conviction, confidence, and assertiveness

*“Bob and Susan, I will commit to providing you every single service we talked about that you agreed you wanted. All I ask and require is that you commit to working exclusively. Can you do that?”*

**Recap exclusive relationship:**

- **My role**
- **You will use me if I find you what you want.**
- **You will use me if you find what you want.**
- **You will use me if another agent finds you what you want.**

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# Exchange of Commitments

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**As your Agent, I commit to providing all of these services:**

- Provide a complete explanation of the home buying process.
- Provide thorough knowledge of the current and emerging real estate market conditions
- Assist you in selecting the best home for you, for your money.
- Write your purchase agreement to correctly and clearly express your intentions and represent your interests.
- Submit your purchase agreement in a manner that will present you in the most favorable position.
- Review all offers in detail and provide negotiation representation of your interests.
- Provide assistance in obtaining the best possible financing of your next home.
- Coordinate the closing of your purchase with other Realtors, Lenders, Inspectors, Appraisers, Attorneys, Escrow officers, and Title insurance companies.
- Provide on-going personal communication to keep you informed on the step-by-step progress of the purchase of your home.
- Provide post-sale follow up to assure your total satisfaction.

**As the Buyer, I commit to buying a home through \_\_\_\_\_  
Real Estate Agent:**

- Using said Agent if they find me what I want.
- Using said Agent if I find what I want.
- Using said Agent if another agent finds me what I want.

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**Real Estate Agent**

**Date**

**Buyer**

**Date**



Company Name  
Agent Name  
Phone Number  
Email



**ACTION PLANS – WEEK 10**

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.
4. Practice your exchange of commitments segment each day this week.