

Buyer's Agent Coaching™

Scripts - Session 15

Examining the Buyer Mindset and Misconceptions



To your Achievement of Excellence in Life

OPPORTUNITY SCRIPTS

Are there options with your current home to be able to...

Of the needs you expressed to me...is there one that is really driving the desire for a new home?

What will moving help you and your family accomplish?

What haven't I asked you that I should have that will help me understand your needs better?

SIGNIFICANT PROBLEMS SCRIPTS

Associate: *I believe I have a clear understanding of your challenges. I also know I can help you navigate these challenges in a manner that will serve you best.*

Because you expressed _____ and _____ and _____ I believe the timing for you is more urgent. We should schedule a quick appointment to meet.

CLOSE OPTION

YOU SAY:

Alternate of Choice → *Do you have some time _____ or would _____ be better?*

Direct Option → *Could we meet at _____?*

Permission Close → *Would it be possible to meet this week?*

SIGNIFICANT PROBLEMS SCRIPTS CONT

Associate: *Real estate transactions are more complex today. The challenges we have discussed will...*

Expose you to more risk.

Make yours even more complex.

Narrow the scope of options you have in homes.

The agent you select to represent your interest will have a significant influence in minimizing risk and increasing your options. Someone, like myself, that understands these problems and challenges and can create solutions will be a game changer for you and your family.

The next step is really to set a quick appointment...there is no cost or obligation for this appointment. What this will do is enable you to move the odds in your favor in accomplishing your goals."

CLOSE OPTION

YOU SAY:

- | | | |
|----------------------------|----------|---|
| Alternate of Choice | ➔ | <i>Would you have a little time _____ or would _____ be better?</i> |
| Direct Option | ➔ | <i>Why don't we meet at _____?</i> |
| Permission Close | ➔ | <i>When would be the best time to get together?</i> |

Associate: *Can I ask you what type of real estate agent you desire to represent your interest in buying your next home? Because we/I specialize in working with buyers and spend all our time doing so, I will understand your goals, objectives, needs and problems better. This will enable me to craft more customized solutions to your specific goals and objections.*

Associate: *You have the option of working with a specialist on the _____ Team, or you could work with the typical real estate agent that is working with buyers, sellers, and everything else in between.*

Associate: *My philosophy with clients isn't to tell them what to do in challenging situations or challenging market conditions. I am here to provide you the facts, figures, analysis and options for you and your family. This process guarantees that you will make a more informed and wiser decision.*

Is that what you want?

Or

Does that make sense?"

WE ARE OKAY SCRIPTS

Associate: *Something must have peaked your interest to (search our website, look for properties on Zillow, or click on an advertisement). Do you mind me asking what that would be?*

You expressed that _____. Is that something you would seriously consider or is it really more of a dream at this stage?

What if there was an actual, tangible option of making the “dream” turn into reality for you and your family? What would you do?

I can't guarantee _____ can be done. I don't have enough information from you to guarantee that. I do have enough of an understanding that it would make sense to further explore your options because you do have a few avenues that could net you the result you are looking for. The next step would be to book a quick, no cost, or obligation appointment where we can explore the options and avenues together.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am booked later this afternoon but I have an opening at ____ or _____. Which of those works better?

Direct Option



Because the information is so valuable to you we should meet right away. Let's meet at _____. Does that work?

Permission Close



Given the value of the information, when would be a good time for us to meet?

I DON'T NEED AN AGENT

Associate: *I'm curious why you feel that way?*

I DON'T NEED TO BE EXCLUSIVE TO AN AGENT

Associate: *The best agents work exclusively. Attorneys only represent one party in a particular case at a time. To achieve that level of counsel one has to be exclusive.*

Associate: *By working with many agents you will be receiving duplicates of the information wasting your time, energy, effort, and raising your frustration. While you are looking at the home on Primrose Lane for the 3rd time the home that is really right for you on Marigold has just sold.*

Associate: *The very best skilled agents who offer the greatest benefits to you, work exclusively only. They work with fewer people that are more committed so they can invest more time in them. This raises the service level the clients receive, reducing the risk in the transaction, raising security for their clients. In the end this can easily mean the difference between you securing the right home for you and your family away from the other buyers who want it. It could also increase your negotiating power because by being exclusive, I have more information and am better able to position you on the house to your benefit.*

Associate: *The best agents only work exclusively and I am one of the best, and only work that way.*

I DON'T NEED TO BE FINANCIALLY PRE-QUALIFIED

1. Write your purchase agreement to correctly and clearly express your intentions and represent your interests.

Associate: *It would be difficult to counsel you on your options and the ones that seem best for you without a clear understanding of the financing piece of the puzzle.*

Associate: *To write a purchase agreement correctly, express your intentions and needs clearly on the financial components. What type of loan you need, does the seller need to contribute closing costs, are we trying to achieve 80% LTV (loan to value) so you avoid MIP (mortgage insurance premiums).*

Are you stretching your monthly payments so you need a 2/1 buy down to lower the payments initially. Is this a long-term home so you secure long-term financing, or do we need to look at a shorter term fixed at a lower rate since you will be moving in 5 years, so you can save ½ point on the interest.

Associate: *To be able to truly represent your interests, I need to understand the financial equation.*

2. Submit your purchase agreement in a manner that will represent you in the most favorable position.

Associate: *My objective is to convince the other agent and the seller that you are the best buyer available in the marketplace. To position you so favorably, that they don't want to take the risk of losing you to purchasing another home. This will help us exert a little control in the transaction, giving you a better position and more potential options.*