

Buyer's Agent Coaching™

Session 19

Mastering Your Buyer Consultation – Part 2



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Engage in a full exchange of client commitments
- Craft and complete Option 2 of the Buyer Consultation

THE EXCHANGE OF COMMITMENTS

I APPRECIATE THE OPPORTUNITY TO MEET WITH YOU TODAY

I DON'T WORK WITH EVERYONE

“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

I WORK ON A CONTINGENCY FEE BASIS

“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

“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?”

I BELIEVE I CAN HELP YOU

IT MATTERS WHO REPRESENTS YOUR INTERESTS

FINAL CLOSE

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.

BREAKOUT SESSION

BREAKOUT SESSION 19

You are at the final segment of your Buyer Consultation. Deliver and explain your exchange of commitments with the prospect.

BREAKOUT DEBRIEF

BUYER CONSULTATION - OPTION 2

“THE OPENING”

“My experience has been that if I spend more time on the front end by clearly understanding your goals, needs, and service expectations it will take less of your time, less emotion and you will have a more pleasant moving experience. I surely don’t want to waste your time by showing you homes that you won’t enjoy and isn’t aligned for you and your family.

My true job is to uncover and understand your needs, wants and desires; educate you on the market, where it was in the past, where it has moved to today and where it’s trending in the future. Additionally, to inform you of what is currently available, what you expect for your money, negotiate in your interests, and help arrange financing if necessary. Your job is to partner with me to find and secure your next home.”

Exchange of Commitments

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.

Real Estate Agent

Date

Buyer

Date



Company Name
Agent Name
Phone Number
Email



ACTION PLANS – WEEK 19

1. Practice your exchange of commitments segment each day this week.
2. Practice Option 2 of the Buyer Consultation.
3. Decide before the next session whether you will use Option 1 or Option 2 for your Buyer Consultation.