



Virtual Top Gun Academy™

Session 7

The Professional Approach to Buyers



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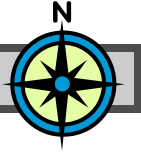
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OBJECTIVES



During this session you will:

- Understand your primary objective with buyer leads
- Learn how to convince buyers to meet with you based on the benefits to them
- Better understand E-Buyers and decide on a lead follow-up strategy with them
- Understand the objectives of a solid Buyer Consultation
- Define your role in the consultation
- Understand and communicate that it really matters who a buyer selects to represent their interests

FACT

64% of buyers purchase through the first agent that they meet with. *

* 2010 NAR Home Buyers and Sellers Report

PRIMARY OBJECTIVE IN WORKING WITH BUYERS

- **Face-to-face appointment at our office**
- **Face-to-face at neutral site**
- **Face-to-face at their home**
- **Face-to-face at subject property**
- **Phone-to-phone appointment at a specific time**

We have to convince someone right in the first call that an appointment with us raises the possibility of:

- Them understanding the marketplace better
- Receiving a higher level of service
- Gains them an advantage in negotiating
- Secures them a better lender for a smoother transaction
- Saves them money in the short and long run
- Receives the representation they deserve

Any of these are a valid reason for them to have an appointment with us.

SCRIPTS FOR CONVERSION TO AN APPOINTMENT

1. Associate: *In order for me to provide you with the highest level of service and representation, we simply need to meet.*

Alternate of Choice: *I have an opening at _____ or would _____ be a better time for you?*

Direct Close: *Let's meet at _____.*

Permission Close: *What is the best time this week for you?*

2. Associate: *Having helped _____ number of families in my career and over _____ just in the last year, my clients have found that by meeting they have a greater knowledge of the current marketplace and greater opportunity to live in the right property for them and their family.*

Alternate of Choice: *I could meet at _____ or if that isn't convenient then I am also open at _____. Does either of those work?*

Direct Close: *There is no obligation. Let's meet at _____.*

Permission Close: *When is best this week for you?*

3. Associate: *In order for you to maximize your initial equity position and minimize your upfront investment in a new property, we need to meet.*

Alternate of Choice: *I am available at _____, also at _____. Which time is best for you?*

Direct Close: *We only need 30 minutes. How about _____ at _____?*

Permission Close: *What works best this week for you?*

4. Associate: *I have been able to acquire properties for my clients at _____ of the asking price when the market average is _____. This saves my clients, like yourself, thousands of dollars. You end up buying a home for less money with less money out of your pocket. For me to be able to save you thousands like my other clients, we need to spend a few moments together.*

Alternate of Choice: *I am booked with appointments today but I am open at _____ or _____ tomorrow. Does either of those times work?*

Direct Close: *I know I can help. Let's meet at _____.*

Permission Close: *Shall we meet later this week? When is best for you?*

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BUYER LEAD CAPTURE FORM

Prospect: _____ Date: _____

Address: _____

Phone: _____ Email: _____

Work: _____ Cell: _____

What caught your eye about the home you are inquiring about? _____

Is that the most important feature for a home that you are wanting for your family?

What is causing you to search for a new home at this time? _____

What's wrong with present housing? _____

What's right about present home? _____

When do they want to move into next home? _____

How long have they been looking? _____

Have they seen anything that they liked? _____

Why didn't they buy it? _____

How will you make your buying decision? _____

Anyone else involved in the decision? _____

Who? _____

Why? _____

Committed to buy through another agent? _____

Type / Style: _____

Why? _____ How important? _____

Specific Features: _____

Why? _____ How important? _____

Location / Area: _____

Why? _____ How important? _____

Price Range Expected: _____

Why? _____ How important? _____

Terms Wanted / Needed: _____

Why? _____

Pre-qualified / Pre-approved? _____

Where? _____

When? _____

E-BUYER VERSUS CONVENTIONAL BUYER

Today a higher percentage of buyers are E-Buyers.

The Internet is dramatically changing how consumers are accessing real estate information.

Buyers searching the Internet for home information

1997	2007	2008	2009	2010
2%	84%	87%	90%	89%

41% of the buyers first saw the home they purchased on the Internet.

BREAKOUT SESSION

BREAKOUT SESSION 7

Associate: You have just received a call on one of your listings, a 3 bedroom / 3 bath home priced at \$329,500. The buyer wants to see the home. They are serious, but don't see the point of engaging an agent at this point other than to get them into the house. Your job is to use the dialogs we have given you to drive them to meet with you.

Exhibit 3-14

ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH, FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents Among Buyers Who Used the Internet)

	All Buyers	First-time Buyers	Repeat Buyers
Walked through home viewed online	45%	44%	47%
Found the agent used to search for or buy home	29	30	29
Drove by or viewed home	21	22	20
Requested more information	3	3	3
Pre-qualified for a mortgage online	1	1	1
Contacted builder/developer	1	1	1
Applied for a mortgage online	*	*	*
Found a mortgage lender online	*	*	*

* Less than 1 percent

The E-Buyer is programmed from previous Internet service experiences to expect:

1. Ease of service
2. Faster service
3. Less expensive service

The E-Buyer will find another provider if they don't get what they want, when they want it, and how they want it. They will do it with one click of the mouse!

We don't control the information anymore.

The highest conversion rates on Internet leads still go through a fundamental sales funnel of call, send, call for appointment, and face-to-face.

DECIDE ON THE STRATEGY

- **More Assertive Approach**
- **Softer Approach**

What is the benefit to the buyer, even an E-Buyer, of meeting you face-to-face?

Initial Email Response:

Thanks for visiting my website at _____. You will find the information you requested attached for your review.

I realize you are probably just gathering information at this point. Be assured that I will always respect your privacy online. When you are ready to be open with your wants and needs I will be happy to assist you.

Feel free to revisit our site and request additional information if you need any. All the while, my staff and I will respect your right to privacy.

Thank you for your time. I look forward to hearing from you. – Susie Winner

THE BUYER CONSULTATION INTERVIEW

Just as with a seller...we are making a sales presentation!

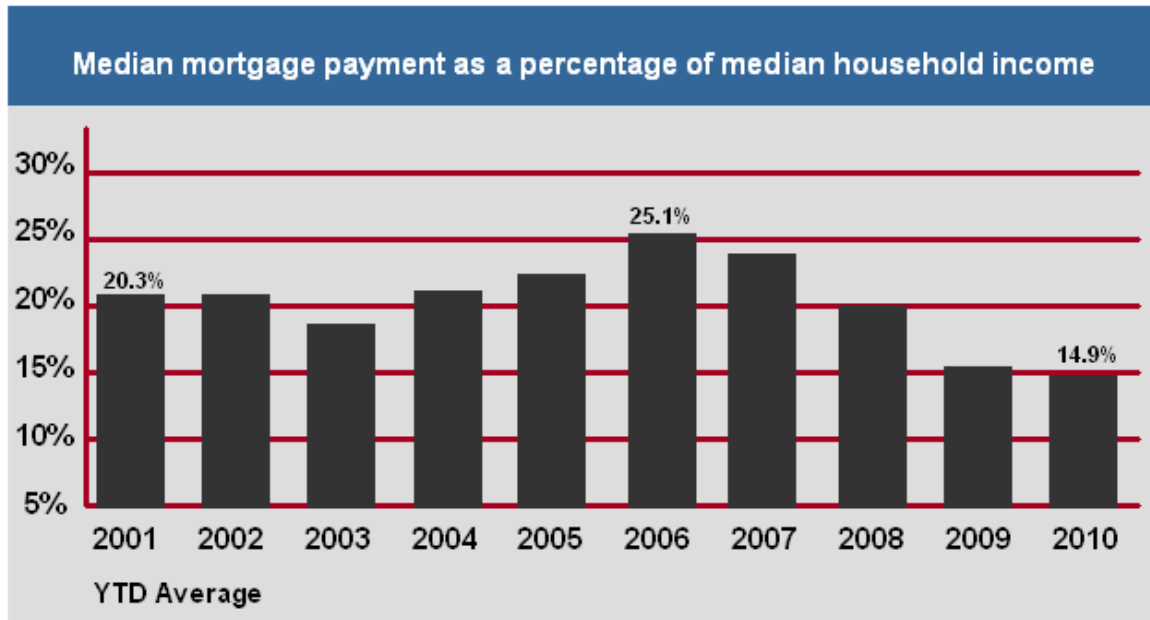
FOUR CHARACTERISTICS OF A GREAT PRESENTATION

- 1. Confidence**
- 2. Conviction**
- 3. Enthusiasm**
- 4. Assertiveness**

THE OBJECTIVES OF BUYER CONSULTATION

- Engage the buyer in the presentation**
- Create interaction through questions**
- They should talk more than you do**
- Get their signature at the end**

1. My role is not to “sell” you on buying a home.



2. My role is not to “sell” you a home.

My role is to help you select and acquire your next home.

All real estate agents are not the same.

- Market knowledge
- Process knowledge
- Selection knowledge
- Writing contractually
- Presenting favorably
- Negotiation presentation
- Financing assistance
- Closing coordination
- Follow-up satisfaction

YOUR MISSION – WEEK 7



1. 5-5-5 daily. Report your prospecting numbers to your Accountability Partner.
2. Role-play your close to obtain a Buyer Consultation. Use the different advantages we have given you.
3. Turn in your Weekly Captain's Log.