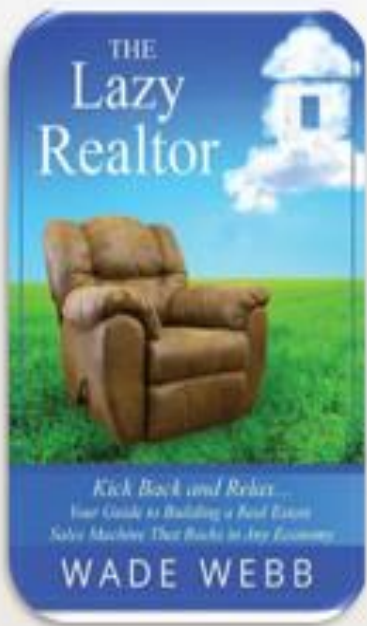


“How Top Producing Agents  
Get Their Buyers To  
Commit Every Time!”

**BUYERS  
AREN'T  
LIARS**



# [www.Agentsboost.com](http://www.Agentsboost.com) THE LAZY REALTOR



# The State Of The Market

- ▶ Low Inventory Levels
- ▶ Can't find what they are looking for
- ▶ Sellers want to much
- ▶ Buyers resisting price levels
- ▶ Is the bubble going to burst?
- ▶ I will buy from who ever can find it first
- ▶ Get a better deal buying direct from the listing agent
- ▶ Multiple offers or selling really fast
- ▶ Market moving to fast and no time to make decision

# Common Buyer Issues With Agent's

- ▶ 1) We Don't Listen
- ▶ 2) We Don't Understand The Buyers Needs & Wants
- ▶ 3) We Wait, Watch Hot Sheets vs. Create, Go find it!
- ▶ 4) We Get Them To Buy What The Agent Thinks They Should Buy

# Common Buyer Agent Issues

- ▶ How many of us have a consistent buyer process? System?
- ▶ How many of us can articulate your value proposition?
- ▶ How many of us can emphasize the benefits to the buyer of an exclusive commitment to you?

# The Truths About Real Estate Buyers...

- ▶ **PROCESS - SYSTEM\*\*** *BENEFITS??*
- ▶ *STEP 1) The Initial Meet & Greet*
- ▶ Option 1 - Meet At A Listing
- ▶ Option 2 - Meet At The Office
- ▶ Option 3 - Meet At Neutral Ground
- ▶ TIP - Prepare and coach receptionist: “you must be customer’s name. We’re really glad you are here. Agent’s Name is looking forward to meeting with you.”

# The Truths About Real Estate Buyers...

- ▶ **The Critical First Two Minutes** - Connection & Control
- ▶ **Goal** - Get Them To Like. Trust.
- ▶ □ **How To Connect:**
- ▶ ○ Step 1: “How are you today?”
- ▶ ○ Step 2: “Thank you” or “welcome” or “compliment”
- ▶ ○ Step 3: Introduce yourself
- ▶ □ Ask rapport building (F.O.R.D. Technique) questions
- ▶ □ “How much time do we have together today?”

# The Truths About Real Estate Buyers...

- ▶ **STEP 2) *Take Them Out On A Safe Island*.....**
- ▶ Mr. and Mrs. Buyer, before we discuss the details of buying a home. I'd like to take some time to tell you how I work and the services my company ABC REALTY offer to help bring about a satisfactory purchase? May I do that? Thank you.
- ▶ The first thing we learn at ABC REALTY is if I have to show you more than a few homes physically, I am probably not doing my job properly and as a result I am wasting your time. So to help us find the right home, at the right price, in the shortest period of time I want to share a simple process with you. Here is how it works.
- ▶ Step one: I will ask you a series of questions to help me determine your needs and wants. Taking the time to listen to your responses will give me a better insight of what you really want in a home.



# The Truths About Real Estate Buyers...

- ▶ Step two: Is our One Stop Shopping service. You see right here in our office we have every listing available in the Central Okanagan area. We are going to look at all the houses listed for sale. Not physically, but by the process of elimination. The reason for that is if we find you a home today you won't have to procrastinate wondering if there is another home out there for you. We have eliminated all other possibilities. How does that sound?
- ▶ Step three: When we find the home you feel good about and before I ask you to make a decision. I will give you an estimate of all your costs. It is important that you know exactly what you will need to purchase your home.

# The Truths About Real Estate Buyers...

- ▶ Step four: We at ABC REALTY have developed a plan to professionally supervise each step in the buying process. We will handle the entire sale for you from the beginning to the end. Absolutely nothing will be left to chance.
- ▶ Step five: I subscribe all my clients to an after sale follow up service. For years after the sale, I will regularly contact my clients like yourself, to handle any needs you might have regarding real estate in the future.
- ▶ I'm sure you'd want and expect this kind of service from the Realtor and Company you choose to represent you, wouldn't you?

# The Truths About Real Estate Buyers...

- ▶ **STEP 3) The Buyer Interview:**
- ▶ Tip (Have a file made up with their name on it.)
- ▶ Open their file.
- ▶ “I would like to ask you a few questions that will help me help you find the right home. Is that okay with you? Is it okay if I take some notes?” (Power of the Pad)
- ▶ *Follow the proper **Question Sequence**: Did You Know there is a **Sequence**??*
- ▶ o 1) Rapport questions - FORD
- ▶ o 2) Foundational (prior learning) questions
- ▶ o 3) Diagnostic questions - who, what, when, where, why, how?
- ▶ o 4) Solution (closing) questions

# The Truths About Real Estate Buyers...

▶ *Five key foundation buyer questions:*

- ▶ 1. “Where are you living now?”
- ▶ “Do you own your current home?”
- ▶ “How long have you owned it?”
- ▶ “Tell me a little bit about it.”
- ▶ 2. “About how many homes have you owned in your lifetime?”
- ▶ 3. “When you purchased your current home, what was the process you used to find that home?”
- ▶ “How did you start looking?”
- ▶ “What did you do next?”
- ▶ “How long did it take to find the home?”

# The Truths About Real Estate Buyers...

- ▶ *Five key foundation buyer questions:*
- ▶ 4. “How did that process work for you?”
- ▶ “Is there anything you would like to change on this purchase?”
- ▶ “If you could wave a magic wand and have this purchase go just the way you want it, what would that look like?”
- ▶ 5. “Are you familiar with how real estate works here in (place)?”
- ▶ If they are from the local area ask, “Are you familiar with the current market conditions?”

▶ **DIAGNOSTIC QUESTIONS**

- ▶ • Why do you want to buy your next home?
- ▶ • Have you bought and sold before? With who?
- ▶ • How long have you lived where you are now?
- ▶ • Who are the decision makers?
- ▶ • Where are you hoping to move to?
- ▶ • What type of home are you looking for?
- ▶ • If I knew a home like that would you want to know about it?
- ▶ • What is the best method to get that type of information to you?
- ▶ • How soon do you plan to buy?
- ▶ • Do you want to buy a home or a good deal? There is a difference.
- ▶ • How do you feel about the current market? What have you heard?
- ▶ • At what point would you seek the services of a real estate agent?
- ▶ • How much are you planning to put down on the next property?
- ▶ • Will you be paying cash or requiring financing?
- ▶ • Who will you be arranging your home financing with?
- ▶ • Who else are you interviewing?
- ▶ • What are the specific services you want from me?
- ▶ • How often would you like to hear from me?
- ▶ • What is your preferred method of communication? Phone? Email? Text?
- ▶ • What are your biggest fears or concerns?

# The Truths About Real Estate Buyers

- ▶ Solution Closing Questions.....
  - ▶ 1) Would you be offended if ...
  - ▶ 2) Do you have anyone sending you the good deals?
  - ▶ 3) What would need to happen for ...
  - ▶ 4) It's funny that you are contacting me about ...
  - ▶ 5) I'm going to be at this number for the next ...

# The Truths About Real Estate Buyers...

- ▶ **STEP 4) Pre Buyer Packet.** Wow. Engage. Add Value!!!
- ▶ “I prepared a packet of information for you that has everything you need to buy real estate in (place).” Briefly review packet, point out contracts and finish with agency disclosure. (Confirm that they are not under contract with another REALTOR®.)

## Pre-listing and Pre-Buyer Packages



## Samples of Prelisting and Buyer Packages





# The Truths About Real Estate Buyers...

- ▶ *Pre Buyer Package*

- ▶ Your Bio

- ▶ Your Team

- ▶ Mission Statement , Core Values

- ▶ Buying Process Steps

- ▶ Common Buyer Pitfalls

- ▶ Testimonials

- ▶ Guarantee ( easy exit )

- ▶ What Buyer Will Need Initial Buyer Appointment

# The Truths About Real Estate Buyers...

- ▶ **STEP 5) *The Funnel Process***
- ▶ “Our goal is to help you find the right home and, at the same time, make sure you don’t miss anything or pay too much. We have a process called “The Funnel Process” that will help us accomplish those goals. Would you like to see how it works for you? Great.”
- ▶ “Let’s start with what you have so far. “Do you have a list of homes you have found that you are interested in?”
- ▶ Review what they have. “Have you gone inside any of these homes?”



# The Truths About Real Estate Buyers...

## ▶ *STEP 5) The Funnel Process*

- ▶ “If it’s alright with you, let’s start by putting these homes into what we call the ‘funnel’.”
- ▶ (Draw a funnel)
- ▶ To make sure you don’t miss anything, let’s also put into the funnel any home you might consider. Will that be okay? Discuss:
  - ▶ o MLS
  - ▶ o New Listings
  - ▶ o New Construction
  - ▶ o For Sale by Owner
- ▶ “Once we have everything in the funnel, we’ll start a simple process of elimination to remove those properties that don’t work for you. We’ll use the comfortable process of elimination versus the often frustrating process of selection. This way we’ll make sure you don’t miss anything.”



# The Truths About Real Estate Buyers...

## ▶ *STEP 5) The Funnell Process*

- ▶ “We’ll go from 1,000’s of properties in the funnel to 100’s and then to dozens as we begin to eliminate those that don’t work.” “Some we will look at on-line, some we will drive by, and some we will decide to make an appointment and go in. You will be in control of the decisions.”
- ▶ “As we go through the process, our goal will be to find our top three favorites that could work for you (and this can be a rolling top three).”
- ▶ Once you have identified your favorites, I’ll do a simple market analysis showing you sold properties to help you get a feel for value. Our goal is to make sure you don’t pay too much.”
- ▶ “Does this look like a process that will work for you?”



# The Truths About Real Estate Buyers...

- ▶ ***Funnel Process Summary and Key Phrases:***
- ▶ o Process of elimination versus process of selection
- ▶ o Make sure you don't miss anything
- ▶ o Some we will look at online, some we will drive by, some we will go in. You will be in control of the decisions.
- ▶ o Our goal: Identify your "Top Three Favorites" and I'll do a market analysis on them.
- ▶ o We want to make sure you don't pay too much.
- ▶ o Draw it! Showing is better than telling.



# The Truths About Real Estate Buyers...

- ▶ *STEP 6) Scale of 1 To 10 Technique ( **MOTIVATION & TIMING TEST** )*
- ▶ “Just for fun, to give me an idea of where you are in the process, on a scale of 1 to 10 (with a 1 being you are just starting the process and a 10 being you would like to find a home today) where would you rate yourself?”
- ▶ “What would have to happen for you to be a 10?”
- ▶ Drill down on each item - ask questions and listen (3 Deep)
- ▶ o “What specifically about...?”
- ▶ o “Why is that important to you?”
- ▶ o “Tell me more about that.” - Take notes. (Power of the Note Pad!)

# The Truths About Real Estate Buyers...

- ▶ **STEP 7) *Pad & Pen Exercise***
- ▶ (Give each person a piece of paper)
- ▶ “If it is alright with you, I would like each of you to make a list of the things you want in a home. After you have made your list, put stars beside the three things you can’t live without.”

# The Truths About Real Estate Buyers...

- ▶ **STEP 8) QUALIFICATION?** *Cash? Loan? House to sell?*
- ▶ “Will you be paying cash for this home or will you be getting a loan?”  
If getting a loan: “Do you have a loan arranged? Do you have a lender?”
- ▶ “While I’m doing the computer work for your MLS® search, would you like to meet with my (Name of Lender) for a second opinion?”
- ▶ “There is absolutely no obligation to use (Name of Lender). However, it will give you a second opinion.”
- ▶ Benefits to them of second opinion?
- ▶ Do the preliminary MLS® search while they meet with the lender.



# The Truths About Real Estate Buyers...

- ▶ **STEP 10) *If we find it...* What will you do? (story)**
- ▶ “The Cream Puff Discussion”
- ▶ Showing Property - Rules of Thumb
- ▶ Murphy’s Law
- ▶ Buying A Home? Buying A Deal?

# The Truths About Real Estate Buyers...

- ▶ *Your Buyer Agent Value Proposition*
- ▶ Why You? Why RLP? Why Now?
- ▶ In exchange for the buyer's commitment I will provide the following value added services:
  - ▶ • Door knock on your behalf and find you the suitable property. I will go find it if it isn't listed.
  - ▶ • Direct mail on your behalf using unaddressed ad mail via Canada Post to find you the suitable property.
  - ▶ • Subscribe you to an "Auto Email" alert system notifying you immediately when a home is listed on MLS that matches your criteria.
  - ▶ • Provide multiple offer strategies if you are in competing bids

## Platinum Home Purchase Plan

In exchange for the buyer's commitment I will provide the following value added services:

- Door knock on your behalf and find you the suitable property. I will go find it if it isn't listed.
- Direct mail on your behalf using unaddressed ad mail via Canada Post to find you the suitable property.
- Subscribe you to an "Auto Email" alert system notifying you immediately when a home is listed on MLS that matches your criteria.
- Peer to peer marketing through fellow agents in the area of homes that are for sale but not on MLS called "Sleeve Listings".
- Search the Expired listing database for homes that were previously on the MLS system that still might sell.
- Search the Exclusive listing database for homes that are only listed and marketed with one particular agent and not on MLS.
- Search the For Sale by Owner listing database for homes on the private market that may be suitable for their buying criteria.
- Maintain strict confidentiality of your personal, situational, motivational and financial information.
- Search potential seller databases with sellers that have expressed interest in selling from our Home Value landing page marketing.
- Provide ongoing communication throughout the buying process.
- Provide access to proprietary sales data when determining offering price and negotiating final sale price.
- Coordinate on your behalf the large number of service professionals involved in your purchase.
- Holding me accountable to you as your buyer agent. I am required to perform specific duties within a fixed time period, not just sit around and wait.
- The easy exit guarantee if you are not satisfied with my service you can fire me at any time.
- Provide at no extra costs to you the buyer the above services.



As your Real Estate Professional, I am committed to providing the best possible service to all of my customers.

\_\_\_\_\_  
Signature of Real Estate Professional

\_\_\_\_\_  
Date

This Service Guarantee is subject to local real estate board by-laws. Ask your Real Estate Professional for details

# The Truths About Real Estate Buyers...

- ▶ • Search the Expired listing database for homes that were previously on the MLS system that still might sell.
- ▶ • Search the Exclusive listing database for homes that are only listed and marketed with one particular agent and not on MLS.
- ▶ • Search the For Sale by Owner listing database for homes on the private market that may be suitable for their buying criteria.
- ▶ • Maintain strict confidentiality of your personal, situational, motivational and financial information.
- ▶ • Search potential seller databases with sellers that have expressed interest in selling from our Home Value landing page marketing

# The Truths About Real Estate Buyers...

- ▶ • Provide access to proprietary sales data when determining offering price and negotiating final sale price.
- ▶ • Coordinate on your behalf the large number of service professionals involved in your purchase.
- ▶ • Holding me accountable to you as your buyer agent. I am required to perform specific duties within a fixed time period, not just sit around and wait.
- ▶ • The easy exit guarantee if you are not satisfied with my service you can fire me at any time.
- ▶ • Provide ongoing communication throughout the buying process.
- ▶ Multiple offer and negotiation strategies
- ▶ • Provide at no extra costs to you the buyer the above services.

# The Truths About Real Estate Buyers...

## ▶ **Benefits To EBA For Them!!!**

- ▶ 1) The Doctor/Patient Advantage (Client Confidentiality)
- ▶ Let's say you're going from house to house and agent to agent, sharing your personal and financial information with everyone. When you do put in an offer, how does it affect your bargaining power if the Seller's agent already knows everything about you? It is critical that you share this information with only one agent, so that it won't work against you later. Your Buyer Agent is on your side, not the Seller's side.
- ▶ 2) The Instant Information Advantage (No Communication Delays)
- ▶ When you are relying on the internet, newspapers, or magazines as sources for house listings, their systems all have built-in delays, from a few days to a week, before the listing actually makes it to you. How many of the hottest deals or best buys make it that far before they are sold? Very few.
- ▶ 3) The Insider Advantage (Buyer, Meet Seller)
- ▶ A great many hot properties are sold exclusively, by sleeve or pocket listings, before they are even activated on MLS (Multiple Listing Service), well before the public even knows about it. In these cases, the Sellers who wanted to sell and Buyers who wanted to buy were introduced and made their transaction through the Direct Client program.

# The Truths About Real Estate Buyers...

- ▶ 4) The Inbox Advantage (Convenient Auto Email Updates)
  - ▶ As an agent, I have the technology to be notified of a new listing on the MLS system by the minute, and then quickly notify my Direct Clients. I can use my privileged access to this listing data to get you in to see your perfect home before most of the other potential Buyers even know about it.
- ▶ 5) The Invisible Listing Advantage (Find the properties that aren't for sale)
  - ▶ As part of a large sales force, I am constantly in contact with other agents. They may have Potential Sellers: home owners who would sell if they had a Buyer. We call this the water cooler transaction. I mention I have someone looking for a special kind of property, and the other agent has a property that fits like a glove, but isn't even on the market!
- ▶ 6) The Active Agent Advantage (Buyer Agents are prospectors)
  - ▶ I won't just wait for listings in the Direct or VIP program: I'll go out and find your perfect home! I will prospect by telephone, direct mail or pound the pavement door-to-door, investing as much time as it takes to find your ideal property. Why wait weeks or months until it is listed for sale?

# The Truths About Real Estate Buyers...

- ▶ 7) The Accountability Advantage (Contractual Obligations - For Me!)
- ▶ Direct Clients hire me under contract, just like Sellers hire me under a listing contract. This ensures that my Direct Buyers receive benefits that other prospective Buyers do not. When we enter into this contract, I am required to perform specific duties within a fixed time, or the agreement is null and void.
- ▶ 8) The Easy Exit Advantage (Fire Me Anytime!)
- ▶ If you are unhappy with my services for any reason, please give me the opportunity to correct the situation. If the problem continues, then I promise you an unconditional release from our contractual agreement with no questions asked.
- ▶ 9) The Transaction Coordination Advantage (I'll find the property, then help you own it)
- ▶ There will be a large group of professionals involved in completing your transaction: banks, insurance, inspectors, appraisers, utilities, and lawyers just to name a few. All these professionals do not have time to contact each other and facilitate your purchase. It's a huge benefit to have an agent you trust, who will coordinate all these services on your behalf.



# The Commitment



## EXCLUSIVE BUYER'S AGENCY CONTRACT

BETWEEN: \_\_\_\_\_ AND: \_\_\_\_\_  
("BUYER'S BROKERAGE")  
BUYER(S) ("BUYER") \_\_\_\_\_ UNIT ADDRESS \_\_\_\_\_  
UNIT ADDRESS \_\_\_\_\_ CITY PC \_\_\_\_\_  
CITY PC \_\_\_\_\_ TELEPHONE NUMBER CELL NUMBER \_\_\_\_\_  
TELEPHONE NUMBER CELL NUMBER \_\_\_\_\_

### 1. TERMS OF CONTRACT:

- A. The Buyer hereby appoints the Buyer's Brokerage as the exclusive agent of the Buyer to find a property in the market area (as defined in clause 1C) for the Buyer to purchase and to assist the Buyer in negotiating the terms of purchase.
- B. The term of this Contract shall commence on \_\_\_\_\_ and, unless renewed in writing, shall expire at 11:59 pm on \_\_\_\_\_  
MONTH / DAY / YEAR MONTH / DAY / YEAR
- C. MARKET AREA: Market Area is defined as that area located within the perimeter boundaries of the following areas: \_\_\_\_\_

\_\_\_\_\_ all with in the Province of British Columbia.

### 2. THE BUYER'S BROKERAGE AGREES:

- A. To make the Buyer aware of properties located in the Market Area listed with the Multiple Listing Service® for the Market Area, or such other properties that the Buyer's Brokerage is aware of, which may meet the Buyer's requirements and to perform such further services as may be set out in Schedule "A" if attached;
- B. To advise prospective sellers or listing brokerages with whom the Buyer's Brokerage is negotiating on the Buyer's behalf, that the Buyer's Brokerage is the agent of the Buyer; and
- C. If a property in which the Buyer is interested is not listed with a real estate brokerage, the Buyer's Brokerage may enter into a fee agreement with the seller but will not, in any event, act as an agent of the seller without the prior written consent of the Buyer (see Clause 6).

\_\_\_\_\_  
INITIALS

# Bonus Items...

- ▶ Name and Rate Game
- ▶ Price Is Right
- ▶ Show top 2 second time right away!
- ▶ Prewritten paperwork
- ▶ Write at the home they offer on

# THANK YOU!!

- ▶ Make a list of your top 3 things from the webinar to implement and place it somewhere you see it all the time!