



Transaction

SESSION 14

Win the Buyer

Today's Agenda


**Real Estate
Expert**




**Lead
Generation**



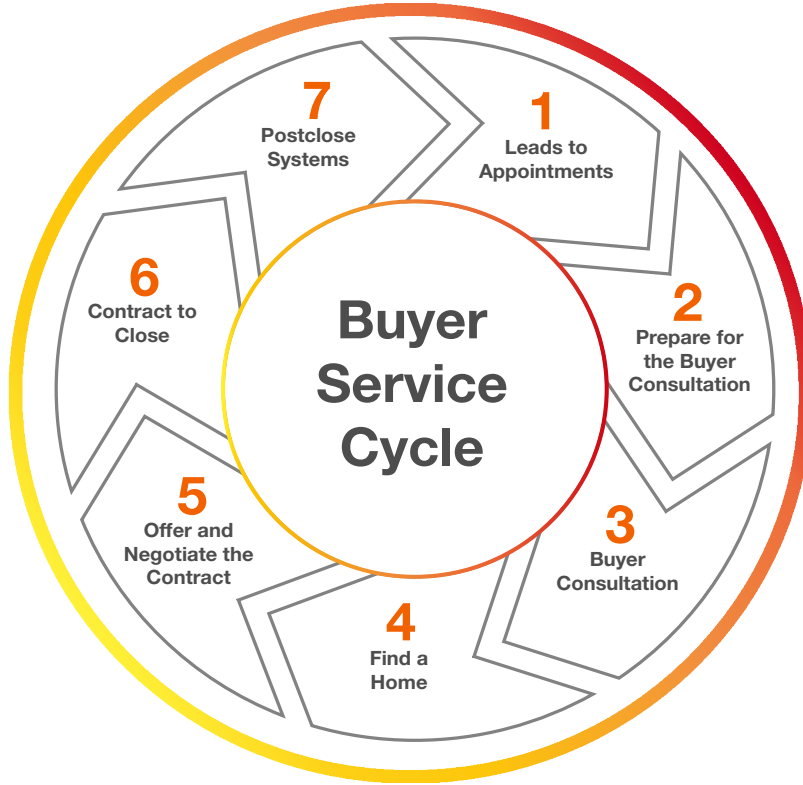

**Lead
Follow-up**




Transaction

Notes:

Seven-Step Buyer Service Cycle



Keys to Converting Your “A” Buyers

1. Respond right away to lead inquiries.

2. Get valid and complete contact information, save it to Command, and create an Opportunity.

3. Determine their motivation to buy so you can speak to it.

4. Set an appointment—time and date—for as soon as possible.



The right approach to close for a meeting is the only approach—just ask for it!

Gary Keller

The Millionaire Real Estate Agent

Notes:



Seven Close-to-Appointment Tactics

Don't leave any conversation without asking for the appointment multiple times! The worst they can do is say no.

1. Show the Benefits

2. Take-Back Close

3. Negative-Positive Close

4. Give Them What They're Looking For

5. Trial Close

6. Assumptive close

7. Tie-downs

Buyer Objections to the Appointment

The Five-Step System

1. Ask questions
2. Empathize
3. Identify the real issue
4. Offer a solution
5. Urge an agreement

- Buyer chooses to look on their own

I understand. Here are a few things to consider. It can be a very time-consuming process. With my access to the Multiple Listing Service (MLS) and my real estate contacts, I can search all available properties for you and show you the best ones based on your need, saving you a lot of time and headache.

- Buyer relies on searching online

The reality is that many times homes advertised online may not be available anymore, and how a property appears online is not the same as seeing it in person which you'll need a licensed agent for. Finding a house is the fun part, and we can do that very efficiently based on your expectations and needs. Once you find the house, the hard work of submitting an offer and getting you to the close begins. This is all part of the service and expertise I provide as your fiduciary.



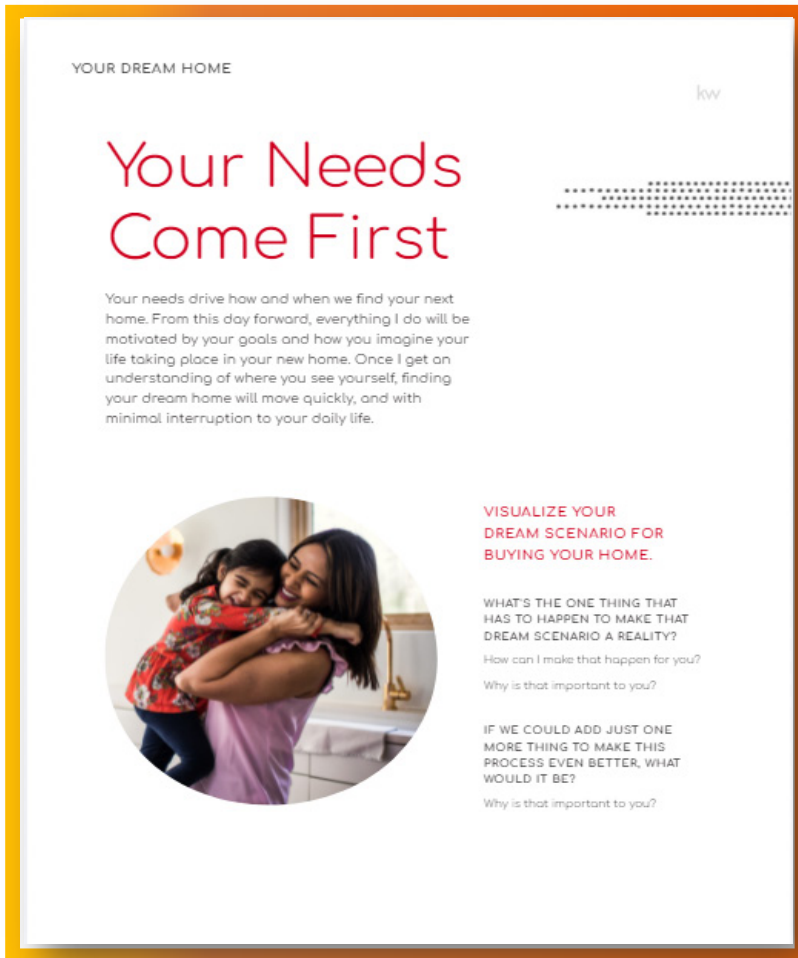


Buyer Consultation Preparation Checklist

- 1. Confirm appointment day and time** – You will follow up to confirm the appointment and further prequalify by asking any questions you might have missed on the initial call.
- 2. Confirm appointment location**– Your first, best, and safest choice is to meet in the office. When you meet your customers in the office, it puts you in the driver’s seat and gives you an opportunity to display your professionalism and the support systems you have at your disposal.
- 3. Ensure all decision makers attend** – Make sure all decision makers will be present at the appointment. If your buyer answered with more than their name to the lead sheet question, *“Who all is involved in the purchase decision?”* request that all parties be present at the meeting.
- 4. Complete your Buyer Guide** – Have all your buyer materials prepared and printed for when the buyer comes for the appointment. Include your Buyer Agency Representative agreement.
- 5. Prepare the meeting space** – Be sure your meeting area is clean and organized and all technology is in working order, whether meeting in-person or virtually via video conference.
- 6. Review the lead sheet** – Go over the lead sheet right before the consultation so the buyer’s profile and goal is clear in your mind.

Notes:

Buyer Guide Dream Home



Find templates in Command Designs. Go to [answers.kw.com](https://www.kw.com) and search Ignite Reference Guide.

Notes:



Buyer Guide Home Wish List

1. Who will be living in this home? List adults, children, and pets inhabiting the space.
2. What are the non-negotiables for your home?
3. If you had to name your top five non-negotiables, what would they be?
4. Beyond your top five needs, what is something you really need?
5. Do you have any preference for the year the house was built?
6. Do you need a house in move-in condition or are you willing to do some work on it?
7. When people visit your home, what should it say about you?
8. Are there any specific features that you would add to make your next house feel like home?
9. Will you require accessibility options?

Notes:



Preparing for the Buyer Consultation



Welcome the Buyer

(Buyer name), thank you for letting me help you. My goal is to give you a 10+ customer experience. To do that, I'd like to get a clear idea of what you are looking for in your new home.

So, with your permission, I'd like to spend the next 20–30 minutes exploring what the right home for you would be like. We'll call this your 10+ home. With your permission, I'd like to write notes as we go along so I remember everything that's important to you.

It may seem like a lot, and I'd rather ask you 500 questions now and show you the right 5 homes.

Buyer Consultation Affirmation:
I am knowledgeable and caring and the best agent for these clients.
They will appreciate my expertise and preparation and choose me to represent them as they buy their home.

To comply with Fair Housing laws, take the KW courses: The Color of Real Estate, Unconscious Bias, and Agent of Distinction.

Notes:



Buyer Needs Analysis

These questions, and more, appear in the Buyer Presentation in Designs in Command.

- What type of home are you looking for (e.g., single-family, condo, town house, etc.)?
- Approximately what square footage would adequately cover your living space?
- How many stories do you prefer?
- What lot size are you looking for?
- What architectural styles are you drawn to?
- What type of exterior siding appeals to you?
- Do you want a porch, deck, or both? What type of home are you looking for (e.g., single-family, condo, town house, etc.)?
- Approximately what square footage would adequately cover your living space?
- How many stories do you prefer?
- What lot size are you looking for?
- What architectural styles are you drawn to?
- What type of exterior siding appeals to you?
- Do you want a porch, deck, or both?
- What are you looking for in terms of a garage [e.g., attached, carport, etc.]?
- What type of driveway or vehicle entrance/exit will you require?
- Do you want a swimming pool or a hot tub?
- Are you looking for any structures such as a greenhouse or shed?
- Do you need special outdoor arrangements for pets? [e.g., a dog run, fenced-in yard, etc.]
- What other exterior features are important to you?
- What style do you envision for the interior of your home? (e.g., formal, casual, cozy, traditional, minimalist, modern, etc.)?
- What kind of floor plan do you prefer (e.g., open vs. walls or divided living spaces)?
- In general, what are your preferences for the interior?
- How many bathrooms do you need?
- What are your needs for each of the bathrooms?
- Will any bathroom need to serve a specific purpose (powder room, swimming pool access, fit for small children, accessibility specifications)?
- How many bedrooms do you need?
- How will each of those rooms be used?
- What are your preferences for the owner's suite?

Close for Agreement

Ask for an exclusive agreement, called the Buyer Representation Agreement. Check with your Market Center for a copy. Below are sample conversations. Once the buyer agrees, share the Buyer Representation Agreement, explain it, ask them to sign it. and thank them.

Close for the Buyer Representation Agreement #1

All I ask in exchange for my superior customer service promise is that you agree to work with me exclusively. Does that sound fair? Can we sign and agree on that?

Close for the Buyer Representation Agreement #2

What we're going to do now is sign the Buyer Representation Agreement which puts me to work for you. You're giving me the tool I need to represent you in your purchase. With this tool, I have the opportunity to negotiate for you and get you the best deal. And getting the best deal is important to you, isn't it?

Perfect, then let's do the right thing, sign the Buyer Representation Agreement, and put me to work for you.

Close for the Buyer Representation Agreement #3

Can you see how it would benefit you to have a professional looking out for your best interests as you search for the best home and negotiate to get the best deal?

Great! This form allows me to represent you and look out for your best interests. Here's how we take care of that. You just need to okay this agreement right here.

Notes:



Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?


How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?

Daily Success System

















Success Activities

These are suggested activities for the second half of your session.



DAILY SUCCESS SYSTEM

- ___ of 10 CONVERSATIONS
- ___ of 10 CONTACTS ADDED
- ___ of 10 HANDWRITTEN NOTES
- 10-5-1 SOCIAL MEDIA ENGAGEMENT
- ENRICHMENTS
- APPOINTMENTS
- AGREEMENTS
- CLOSINGS

10					
					
5					
1	 Social Media Engagement				

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



Conversation Sheet

Get your phone and the list of contacts you prepared for this calling session. You may have a few more referral names to call.

Use the conversation starters provided to you in earlier sessions.

- 1. Call for 20 minutes and make contact with as many people as possible.
- 2. Ask for business, that is, an appointment, if it's a strong lead.
- 3. Ask for referrals from each contact.
- 4. Offer your KW Mobile Search App to each contact.

Record your results below and share them at the end of the call time.

Name	#	Email	Notes

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

