

Transition Questions:

1. Tell me what specifically interested you about the home?
2. Do you live in the neighborhood?
3. How soon were you thinking about moving?
4. Where do you currently live?
5. How long have you been looking for a home?
6. Are you working with another agent?
7. Do you rent or own your current home?
8. How long have you lived in your current home?
9. Are you familiar with the neighborhood?
10. What areas are you interested in?

Other:

1. How many bedrooms do you need?
2. Is a patio/balcony important to you?
3. Are you looking for something move in ready or are you open to something that may require updates?
4. Do you have any pets? “Aww, what breed?”
5. How many parking spaces will you need?
6. Is the view important to you? (condo)
7. Would you prefer a higher or lower floor? (condo)
8. Are amenities important to you? Gym, pool, club room
9. What other must have have I not mentioned? (Washer Dryer, No hoa, low hoa)

Buyer Objections:

1. We are just looking for now...
   1. That’s good to hear, you should look thoroughly before you buy anything. Out of curiosity, what type of home are you looking for?
   2. Absolutely, how many homes have you look at so far?
   3. I understand, how did you find out about this home?
   4. Good idea, what are you looking for?
2. Our credit isn’t good enough yet...
   1. I understand, have you spoken to a lender to find out?
   2. That’s very common. I’ve also had many clients find that their credit is better than they though after speaking to a mortgage lender. Plus, a lender can help you start working to fix any credit issues sooner that way. Can I have a lender that I trust give you a call?
   3. Ok. Did you know that there are many loan programs available that have very different credit score requirements? Wouldn’t it make sense to at least meet with a lender to find out exactly where you stand?
3. Our relative/friend is a realtor…
   1. I see. So, does that mean that you feel obligated to have your relative/friend represent you, or are you able to freely choose who you work with to find your next home?
   2. If you didn’t have a relative/friend in the business, you would be one of the few. Did you know that 90% of the sales in our market are handled by just 10% of the agents? Is your friend in the 10%?
   3. I understand. So, are you willing to risk your friendship if the job doesn’t get done? OR are you looking for an objective professional that you can put to work for you?
4. We are just starting to look…
   1. Great! One of the first steps is to make sure you have your financing in order. Have you spoken with a lender yet?
   2. Well then, I’m glad we met now. Have you had a realtor explain the entire home buying process and current market conditions to you?
   3. It’s a great time to start. What are you looking for?
5. We have to sell our house first…
   1. So, do you need to sell before you can buy?
   2. Would it help to know how much you could sell your current home for while you are looking for a new home?
   3. That’s very common. When would you like to move into your new home?
6. We aren’t ready to work with an agent yet…
   1. Do you have a home you need to sell first?
   2. I understand. How are you planning on finding your next home? Would it help if you could see all of the homes for sale that fit your criteria at home on your computer first? That way you could just contact me when you want to see the inside of one?
   3. I see. Have you spoke n to a lender to determine a price range and monthly payments yet?
   4. Many of my clients have felt the same way at first until they discovered that searching for homes by driving around and looking at scattered listing online as not very efficient. What if I set you up on your own customized online search so that you can see all of the homes for sale by all realtors that fit your criteria?
7. We are going to wait; we aren’t ready now…
   1. I see. What specifically are you waiting for?
   2. Do you have a home to sell before you can buy?
   3. When do you want to move into a new home?
8. We are looking for a relative/friend….
   1. Would it help if I set up your friend on a search, so that he can see all of the homes that fit his criteria online first?
   2. Great, what is your friend looking for?
9. We don’t want a pushy salesperson….
   1. Good, because I consider myself a customer service professional, not a salesperson. My job is to address your needs and provide you with professional guidance and assistance during the home buying process.
   2. Perfect, I would never want to be pushy. I believe in listening to a client need and helping them find the perfect property for them. So, what are you looking for in a home?
   3. I wouldn’t want one either. I would want an agent that is proactive in finding me a home I want to buy. And also assertive on my behalf in negotiations over the homes price. Does that make sense?