

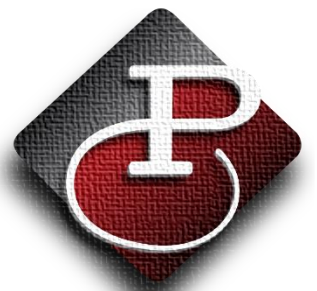
# PREMIUM GROUP REALTY

The Buyer Consultation

2019



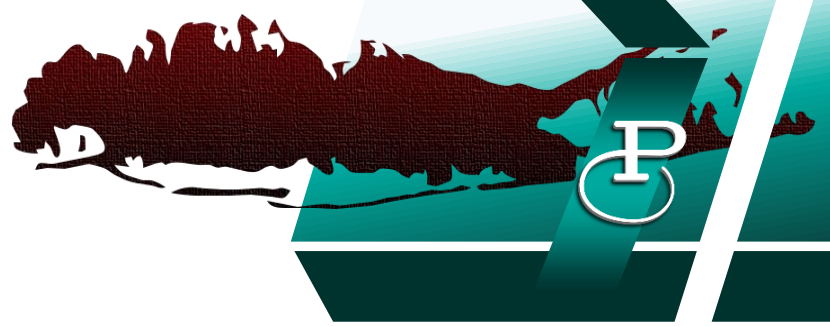
What You Say Matters





# THE BUYER CONSULTATION

# THE BUYER CONSULTATION BEING SUCCESSFUL



## GETTING BUYERS TO WORK WITH YOU

### BUYERS UNIQUE SELLING PROPOSITION DIALOGUE

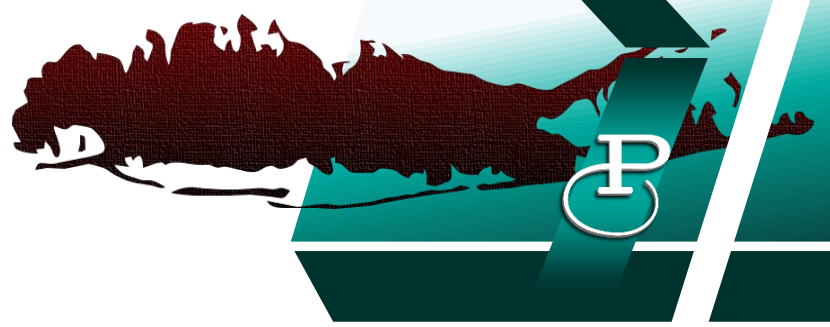
Buying the right home can be very challenging these days. How's it working for you?  
(Their response)

What I have found is most agents don't have a plan to help their buyers. Instead they just show them homes you could have seen online. By the way, are you looking for homes online? (Their response) Well ... that's why we have developed a proven strategy to assist our clients in finding the right home, the right location or terms and at the right price. Is that something you would be interested in hearing about?

### ATTRACTING BUYERS DIALOGUE

- 1 Based on what you have told me ... I am certain I can assist you! Let's schedule a time to sit down so I can show you exactly how we position you to win in this market.
- 2 What's your schedule like, this week?
- 3 Great, let's meet at my office, how's (day and time)?
- 4 At this meeting we will outline the best process for you and your family to buy a home ... Sound good? I can't wait to meet with you!

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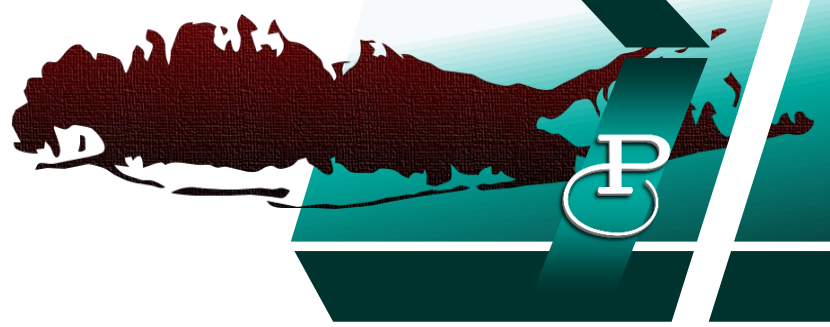


## PREPARING FOR SUCCESS

Always start with the mindset of a consultant, not a salesperson. Discover their problems and challenges in finding the right home. Be a resource and be resourceful (solve their problem) prepare your environment and your presentation for your first meeting (remove sales barriers or distractions) Have all your paper work prepared for buyer rep agreement if you offer that.

- 1 So, tell me about yourselves.
- 2 What are some of the reasons for making the move?
- 3 How long have you been looking?
- 4 What websites do you use to find property? How's it going so far?
- 5 Tell me ... what hasn't worked for you ... in the home buying process?
- 6 Have you seen anything you really like? Or written offers on?
- 7 Have you narrowed your focus to a specific community?
- 8 What's important to you about the location/community you live in?
- 9 Tell me about the ... ideal ... new home.
- 10 How many bedrooms? And how many bathrooms?
- 11 How many rooms do you need?
- 12 Tell me about your ideal location.

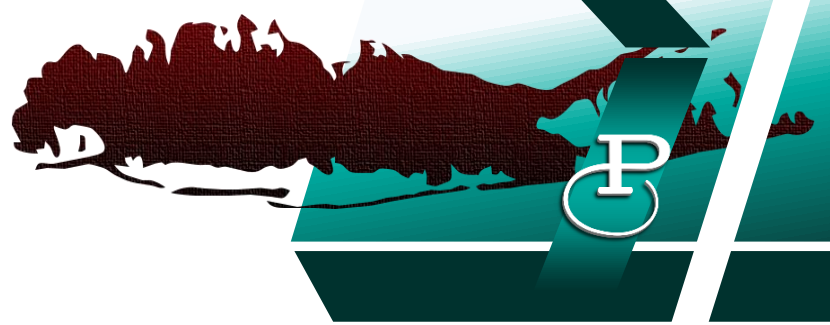
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## BUYERS QUESTIONNAIRE

- 13 What are the five things you can't live without?
- 14 What should we avoid with your new home?
- 15 What's most important to you in buying a new home?
- 16 And how is that important to you?
- 17 So ... let's recap ... you want to buy a home with \_\_\_\_, \_\_\_\_ and \_\_\_\_\_. And you also want a home with \_\_\_\_, \_\_\_\_ and \_\_\_\_\_. Did I miss anything? (This is where you feed their values back to them.)
- 18 And how about the agent you choose to represent you, what's important about that?
- 19 What's your timing... how soon would you like to be in the new home?
- 20 What's your plan "B" ... in case this doesn't work out?
- 21 What price range are you looking in?
- 22 Have you met with a lender? What have they told you? How much money are you planning to put down? If there was an advantage to a second opinion, would you be interested?
- 23 Is there anyone else involved in the home buying process?
- 24 I've asked you so many questions ... do you have any questions for me?

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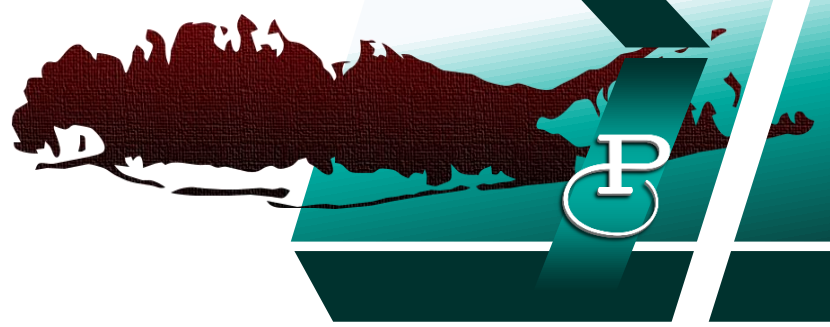
## EXPLAINING TODAY'S HOME BUYING PROCESS

(Clients Name) let me show you today's buying process:

- 1 Choose an agent to represent you.
- 2 Meet with a lender (or two) for pre-approval and lock in your rate.
- 3 View property online and at open houses, while I preview and look for homes not yet on the market or coming soon.
- 4 Identify your ideal home and then begin negotiations.
- 5 Do due diligence, meet all guidelines and time frames and close on the property.
- 6 You get to move into your new home.



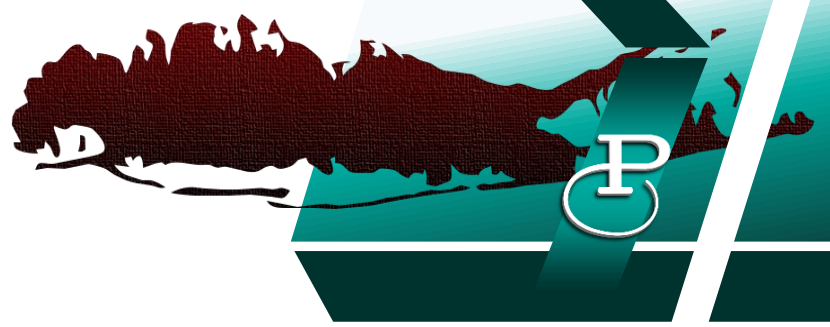
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## EARNING EXCLUSIVITY

- 1 Now that I know exactly what's important to you and we are clear on the home buying process,
- 2 I want to spend some time quickly showing you what I do above and beyond for my clients ...
- 3 Fortunately, when you hire me to represent you, you'll recognize that I do so much more than the average agent
  - I only work with a small number of great clients ... like you ... to ensure a personal touch.
  - I preview daily and weekly previewing on your behalf.
  - I contact best agents for their "coming soon" listings getting you early notice.
  - I use the Yikes Marketing Letter to find off market homes.
  - I research bank owned and notice of defaults (if available).
  - I will actively door knock communities you like to find you a home.
  - I will only show you property that matches what you want.
  - I will negotiate aggressively on your behalf.
  - I will work with your lender and our affiliates ... to ensure a smooth transaction ... and close.
- 4 Bottom Line ... when you ... buy a home ... it can be stressful and my job is to remove as much of the stress as possible ... does that make sense?
- 5 So ... would you ... like me ... to help you find a home?

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## OBJECTION HANDLERS

“How about if I sign your agreement after we go out one or two times?”

- I hear you ... in that case ... let's sign a one party showing agreement on the homes you'd like to see ... it's done every day in real estate ... let me grab that.

“I have a friend in the business who will give me a discount commission. Will you do the same?”

- No ... I would suggest working with your friend instead ... (pause) ... (Name), I'm curious ... is your friend willing to do all the extra work I'm willing to do? And do they have my contacts, resources and skills?

“My listing agent is giving me a point back if I buy a home through him. Will you do the same? If not, why should I use you?”

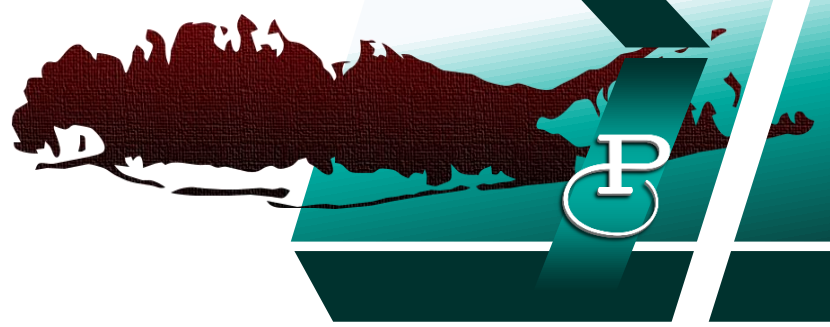
- Simple ... Your listing agent is busy working to get your home sold ... I'm going to put my aggressive marketing plan to work to find your home ... besides ... my commission is paid by the seller ... okay?

“I don't want to commit to one person right now.”

- I hear that a lot ... and guess what ... most people start by talking to lots of agents... until they find one who clearly stands out ...(Name)... based on everything I've shown you ... do you believe I can find, negotiate and get you into your new home? Then put me to work!



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## OBJECTION HANDLERS

"I'm not buying for another three to six months."

- Great, then it is an excellent time to do some research together. We'll have time to get to know each other.

"What if we don't like each other after we are working together?"

- I can appreciate that . . . and my experience is the only way this will happen is if we are not in constant communication and open and honest about what's important . . . does that make sense?

"I haven't had a chance to interview anyone else. I'd like to take some time and see what other options I have."

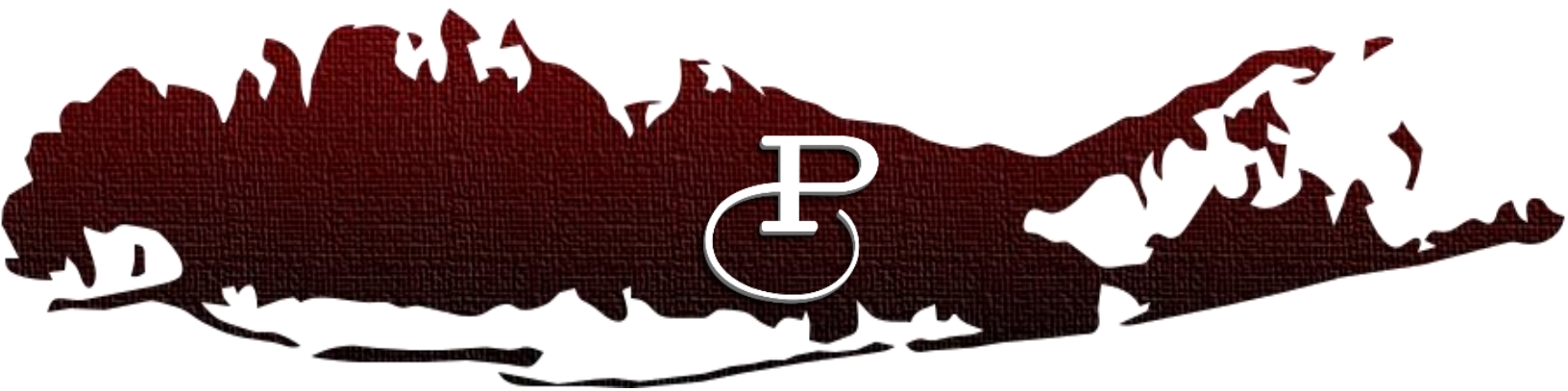
- I welcome it. Take your time to make sure you are making the best possible decision for you. (Help them to understand the difference between you and using a listing/ buyer agent. Help them to understand the game plan, representation, negotiating skills and the time you can devote to them.)

## A graphic featuring a dark brown crocodile silhouette on the left, facing right. To its right is a large, stylized white letter 'P' with a circular base, set against a background of teal and dark teal geometric shapes.

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# PREMIUM GROUP REALTY

Committed To Excellence



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Nassau • Suffolk • Queens • Brooklyn