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**BUYER SCRIPTS**

**& PROCESS**

**Buyer Leading Questions**

*The three reasons people move forward with the decision to buy a home are: location, price and motivation. Once you have established all three of these, they are ready to sign. The best way to recall a question is to use word association. For example, when you hear any, words associated with PRICE, let it trigger the PRICE questions.*

**Price:**

Is that a price range you are looking to buy in or is that a price that you have been approved for by a lender?

What price range are you looking to buy in?

**Location:**

What areas are you looking to buy in? Are you familiar with that area?

Are you interested in a specific subdivision?

**Criteria:**

If a response is made that the home is too small, too big, etc., ask the following question….

In order to understand what you're looking to buy, exactly what are you looking for in a new home? (Always get minimum requirements)

**Renting:**

Do you rent or do you own?

Do you rent month-to-month or do you do you have a lease?

When date does your lease expire?

Have you checked to see if you can rent from: (month to month, sublet, etc.)?

**Finance:**

Have you been pre-qualified or credit approved by Mortgage Company? By that I mean have you spoken with a lender to find out the maximum amount you can borrow and what your comfort level is?

PRE-QUALIFIED or PRE-APPROVED means speaking with a lender over the telephone and giving their information. This usually takes about 10 minutes.

CREDIT APPROVED or APPROVED means actually making mortgage application. Your approval is usually for 6-12 months and would be subject to the appraisal of your new home. Once you are credit approved, you are like a cash buyer and this generally represents a 3-5% savings to you. That sounds great doesn't it?

**Qualifying Questions**

*The importance of using qualifying questions lies in the fact that it allows you to gather important information about your clients. Additionally, it will save you and your client time. You start using qualifying questions from your first contact with your client and continue through to closing.*

How long have you been looking for a home to buy? O.K. Have you established a time frame of how soon you want to be in your new home?

Let me ask you this, are you currently renting or do you own the property you're living in?

O.K., well on a scale of 1 to 10, with a 10 meaning that you are definitely interested in moving and a 1 meaning you are not really interested in moving at all, where would you rate yourself? O.K., Just out of curiosity, what attracted you to that home? Was it the location, price, size or exactly what are you looking for in a new home?

If we found the right home for you, are you prepared to buy it today?

Are you approved for your mortgage already?

Are you a cash buyer? (Meaning: already approved for a mortgage) (If no) Would you like to be?

What is the best number that I can reach you at?

Are weekdays or weekends better for you? Is it better to meet you in the afternoon or evenings?

What are the top three priorities you are looking for in a home? There are 3 things people must have in a home, what are your must haves? If we found a home that matched your top 3 must haves, are you ready to buy?

What have you liked about the homes you have lived in? Tell me what you like and dislike about where you are currently living.

**Test Closings**

What would you do if you couldn't decide which home to buy?

Buy them both?

Are you ready to buy today?

Do you want to be in your new home this month or next month?

**The Structure of a Call!**

**LOCATION - PRICE - MOTIVATION - WORKING WITH ANOTHER AGENT – MORTGAGE**

**LOCATION - WHERE DO THEY WANT TO LIVE?**

The home you called on is located in XX area, is that the area you are looking to buy in?

What areas are you looking to buy in?

**PRICE - HOW MUCH HOUSE CAN THEY AFFORD?**

The home you called on is listed at $\_\_\_\_\_\_\_\_\_ ? is that the price range you are looking to buy in?

So, what price range are you more comfortable buying in?

**MOTIVATION – WHEN CAN THEY MOVE IN?**

Do you currently rent or own your home?

**OWN:** Is your home currently on the market?

**RENT:** Are you month-to-month or are you in a long-term lease?

How soon do you want to be in your new home?

**WORKING WITH AN AGENT – HAVE THEY SIGNED A BUYER AGENCY AGREEMENT WITH ANOTHER AGENT?**

How long have you been looking for a new home?

How many homes have you seen the inside of?

How have you been seeing homes, are you going to open houses, with an agent or door knocking?

At this point determine if you are working with an A, B, or C Buyer.

If A Buyer Proceed to Mortgage and Then Close for the Appointment!

*If B or C Buyer, discuss the appropriate follow up system, get their email address and place in your automated follow up system. Place your Buyer Information Sheet into the appropriate folder so that you can do your follow up calls.*

**MORTGAGE**

*Will you be paying cash or will you need a mortgage?*

**CLOSE FOR APPOINTMENT**

*Based on the information you have given me, here is what I recommend we do.... Let's set up a time to meet to go over the home buying process, do a complete market overview plus set up a time to go look at homes. Does \_\_\_\_\_\_ or \_\_\_\_\_\_\_ work better for you?*

**Most Common Responses & Objections**

*Many of these objections and responses are heard when you are using a lead generation system. Even though that is the case, many of the responses are heard as a result of prospecting. The responses are worded in such a way that allows you to start a conversation with the person you are talking to. Remember; build rapport! Listen to the response and they will allow you to immediately ask another question. Remember;*

**ANSWER AND ASK!!**

**I got all the information I needed**

RESPONSE: Great, then you know this home is in the \_\_\_\_\_\_\_\_ area, is that an area you're

looking to buy in? (wait... listen... respond)

**I don't want to buy right now.**

RESPONSE: Are you looking at 3 months, 6 months or longer before you move? (wait... listen... respond)

**I' m not interested (in what?)**

RESPONSE: I see, well this home is in the area, is that an area you're looking to

buy in? (wait... listen... respond)

**I was just curious:(about what?)**

RESPONSE: Ok, this home is priced at \_\_\_\_\_\_\_\_, is that a price range you're

looking to buy in? (wait... listen... respond)

**Where was that home?**

RESPONSE: That home is located in: \_\_\_\_\_\_\_\_, is that an area you're interested in

buying in? (wait... listen... respond)

**I didn't call.**

RESPONSE: Oh, it must have been somebody else in your home that had called. The home

they called on is located in. Do you know if that was an area they are looking to buy in? (wait... listen... respond)

**I'm looking for my sister, brother, etc.**

RESPONSE: That home is located in: is that an area they are interested in buying in? (wait... listen... respond)

**I was just curious as to what the home was selling for.**

RESPONSE: Well, the home is listed for. Is that a price range that you're buying

in? (wait... listen... respond)

**I'm not ready to move yet.**

RESPONSE: Well, I can appreciate that; as a matter of fact, a lot of the people we work with are

in the same situation as you. Are you looking at 3 months, 6 months or longer before you might move? (wait... listen... respond)

**I have to sell my house first.**

RESPONSE: Many of my clients are in the same position. Is your house currently on the market? (Wait... listen...respond)

**How did you get my number?**

RESPONSE: Your contact came up on a property inquiry AND I was just

following up to see if you got all the information you needed, OR if you would like to set a time to see this home? (wait... listen... respond)

**Buyers Questionnaire**

1. Let me ask you this are you currently renting or do you own the property you're living in? *(Wait, listen and acknowledge the response)*

**(IF OWN)** By the way have you listed your property? *(Wait, listen and acknowledge the response)*

**(IF RENT)** 0K, well are you on a month to month or do you have a lease? *(Wait, listen and acknowledge the response)*

1. I see, how long have you been looking for a property to buy? *(Wait, listen and acknowledge the response)*
2. What made you call on this home? Was it the location, price, the size or exactly what are you looking for in a new home? *(Fill out your buyer lead sheet as you go) (Wait, listen and acknowledge the response)*
3. O.K. Have you established to time frame of how soon you want to be in your new home? *(Wait, listen and acknowledge the response)*
4. Are you a cash buyer? By that I mean, have you made an actual mortgage application and have you received an approval certificate?

**(IF YES)** Great? With which company have you been approved with and how much have

you been approved for? *(Wait, listen and acknowledge the response)*

**(IF NO)** Oh really, did you know that because of the current market conditions, sellers

aren't really motivated in working with buyers who are not approved? For example; imagine you are a seller, and you have two buyers who want your house, one is approved for their mortgage and ready to close and the other has not even talked with a lender. Who would you want to seriously negotiate with? *(Wait, listen and acknowledge the response)*

**ASK ANY OTHER QUESTIONS THAT COME TO MIND AND
CLOSE FOR APPOINTMENT**

**Appointment Close**

***(Fill out your lead sheet as you go)***

Well, based upon the information you've given me, what I recommend we do is set up a time for a Strategy Consult.

What well do is go over the buying process, what my team and I do to find deals for my clients, and decide what your wants and needs are in your new home. Does that sound fair enough to you (wait, listen and acknowledge the response)

GREAT! Does \_\_\_\_ or \_\_\_\_ work better for you? (Wait, listen and acknowledge the response) **GREAT!**

**O.K.** Will you be bringing someone else along who will be involved in the purchase of your new home? (Wait, listen and acknowledge the response)

**O.K.** Just one more question here and I'll let you go. What is the ideal form of contact you prefer? Call or text? (Wait, listen and acknowledge the response) GREAT!

Let me give you my telephone number, (give #) I look forward to seeing you on (date) at (time.) (Wait, listen and acknowledge the response)

**Buyer Information Sheet**

**Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Lead Generator:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Source of Lead:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Lead Assigned to:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Status A B C (circle one)**

**Outside Referral Fee: YES NO If YES, to who: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ %: \_\_\_ Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_**Prospects Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Spouse:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State:\_\_\_\_\_\_\_\_\_\_\_ Zip:\_\_\_\_\_\_\_\_\_\_\_

Home Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Work/Cell:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Own:\_\_\_\_\_\_\_\_ Rent: \_\_\_\_\_\_\_\_ Lease Expires: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Rent Amount:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If own, house on the market? YES NO If yes, are they buying with agent? YES NO

If own, do they have to sell first? YES NO How long looking for home? \_\_\_\_\_\_\_\_\_\_\_

If own, is Listing Sheet filled out? YES NO If NO, why?:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Criteria* Working with another Agent: YES NO**

**Motivation Level:** 1 2 3 4 5 ( 1 low 5 high ) **Best time to look:** •Day •Evening •Weekday •Weekday

Price Range: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time Frame: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Desired Areas: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Bedrooms: \_\_\_\_\_ # Bathrooms: \_\_\_\_\_ Garage: \_\_\_\_\_\_\_\_ Style of Home: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Any Special needs? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What are the three things you are looking for in a Realtor?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Initial Consultation Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Follow-up on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**NOTES: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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Follow Up Date Status Follow Up Date Status

And Time And Time

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***Mortgage Information***

Mortgage Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ LO: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Approve Amount: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Amount of Down Payment? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Source of Down payment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Notes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**GREAT, Let me take a moment to make sure I have all the information I need!**

**Tactical Buyer Scripts in Today’s Market**

We want to give you tactical things you can be implementing now and daily to market and generate more business.

\*\*The agent that can get their client to make a decision will win.

**Getting buyers off the fence.**

(Rates are too high. The markets going to crash. Going to wait till next year).

Home ownership is recession proof. If you can afford the payment, it really doesn’t matter what the interest rate is. Date the rate, marry the house.

Rates can also go up. Right now they are. And we believe they will continue to.  You are actually taking more risk by waiting. It could be a percent more in another month.

Sellers are offering conversions again.

Open Door got pummeled. They bought too many houses and are giving them away. I would be looking up all of the listings they have and try to sell those to my clients. I can call those listing agents up and say I know you’re listed at 500k, I’ve got a buyer at 400k. They will look at those offers right now.

Clients that before were VA or FHA and couldn’t buy and compete. Now they can.

Before you were fighting to buy. Now you are getting the center cut.

You don’t have to buy a house you don’t want. 6 months ago this was not the case. You took what you could get.

The houses that sold for 1 million 6 months ago are now selling for 800k-900k.

**Script for sign calls/internet leads.**

They inquire to see a house:

Hi, understand you want to see 123 Main Street. Are you free today at 3pm?

That’s the script. Book the appointment. Now that the appointment is booked, now the script is:

So, are you currently renting month to month? Come at them with a direct question Vs what’s your situation. They will correct you. Oh, I’ve got a lease till June, living with my parents, own a home, etc.

**When calling colder leads:**

You need to have something new to call them with and engage them with.

Adjustable rates - Hey I know rates are at 6%. I found a lender that will do it at 4%. Let’s chat.

(This would be a great text to send. Even if you can’t find the credit Union that will do that. You can find Lenders that will buy the rate down or even sellers now will do a concession to buy down the rate.)

Script: hey I’ve got a great strategy we are using right now to help get buyers into houses at 4 or 5%

**Script for someone that’s gone cold and ghosting you:**

Find them a house that’s over their price point that you know will take less. So Open Door listings. Call around on listings that have been on the market for over 60 days. Even if not perfect criteria. Just to prove the point to your client. Go find them a 900k home that’s been on the market for 60-190 days.

Call the agent: Hey I’ve got a buyer. They are well qualified, and they are at 800k. I know you’re at 900k. Would your seller look at an 800k offer? If they say yes, then you call your buyer. Tell them Hey I’ve got a great lead on a property that I think you’re going to love. And it’s listed for 900k. But I know they’ll take 800k. Just book the appointment ….so that you can learn more about their timing and motivation. You need some bait to get them back engaged of they've been ghosting you.

**Script for Renters:**

Hey great news, we have a great product that will actually pay your lease breaking fee.

(Seller concession. You are giving them creative solutions. You are positioning it in a way where you can help them solve their problem).

**First time Home Buyer Script:**

Are you a first-time home buyer? Yes. Awesome! I have great news We have this awesome program for first time home buyers where we can give them access to off market properties. These are properties not on the market showing as available to anybody else.

(We’ll do this for everybody. We are just calling it a first-time home buyers’ program to meet them where they are at.  Talk to them. This is marketing.)

**Low motivation Script:**

We think the market is going to crash. Ok, how much do you think the market is going to crash by? If they’re realistic and say we’ll maybe another 10%. Ok so if I can find you a property today that is 10% under market value and you didn’t have to necessarily wait to see if it’s going to happen, would you be interested in that?

(Then you have to go deliver. And you can. The good news is you can. We’ll be sharing specific strategies in the upcoming training!)

**Script for someone you haven’t been in the car with in a while:**

Hey, a lot of things have changed in the market. There is so much more inventory right now. Let’s just go look at some properties, I have a few in mind.

(Even if they aren’t the perfect houses we just want to catch back up and get feedback on some of these houses).

We’ve only been looking at ones for 700k. Let’s go look at some for 800k and get your feedback.

(You’ll be surprised.  Re-energize that buyer).

**How to keep Active buyers in the game:**

Keep those that are ready to go from quitting. Use your Buyer Presentation to walk the client through:

* Weekly Inventory Checklist
* Never leave an appointment without another appointment.
* Either you are writing an offer or setting another appointment.

Script: OK great, this was awesome. I’m glad we saw these houses today. And now that I’ve learned what is most important or that you have to have to have the 4th bedroom, etc I have some other properties in mind that might be a great fit. How does Tuesday at 5pm work for you?

**Active Marketing Strategies/Scripts**

**Write letters to Neighbors:**

* Great letter strategy
* Dear whoever, would you be interested in selling abc property to a client of mine? If yes, please call or text my cell xxxxxxx
* It works! It’s not rocket science. The geniuses is that it’s super simple
* If you really do have a buyer for a particular area or building, use this strategy and or door knock

**Door Knocking strategy:**

Hey, I’ve got a buyer that’s looking in this neighborhood. It’s got to be in this neighborhood. It’s got to be 3 bed, 2 bath, single story.

(Make it generic enough, where really anybody can fall into this criteria). Do you know anybody looking to sell their house like this? And then can also leave behind the letter.

**Good Open House Strategy:**

Sit the Open House, go knock all of the doors and invite to the Open house. Come from contribution. Oh by the way, I happen to have a buyer looking in this neighborhood. The one I’m sitting open today isn’t a good fit for them. But they are looking for something similar in the area.

**How To** **Differentiate Yourself with Buyers / Off Market Properties**

Here's a powerful one that you can adopt.

Whether a client asks this directly or indirectly - Why should we work with you?

We have access to properties that no one else has. They are not on the mls, they are not on zillow, would it help you if you had access to properties that no one else has?

Here's a great example of how you differentiate yourself and create VALUE as a Buyers agent.....

Lead calls on a Pending Property - And you have to give them the disappointing news.

- Sign Call

- Zillow

- Open House

- They are calling you / Or they think you're the listing agent

Default Response Script:

Ok great, our team has access to a couple hundred properties. These are properties that are coming soon, from flippers that are not on market, our sellers database, homes our team is bringing online. Why don't you tell me what you're looking for and then I'll see if we have some that might be a fit for you?

(They tell you what they're looking for)

Do you have 15-20 minutes to sit down (or Zoom) to go over these properties?

Always Set up the meeting! This is always the objective. Create the tour to see multiple properties.

As you coordinate the tour of the homes.....Then call them and let them know that one home is Pending.....tell me more about what appealed to you about this particular house?

(Can't you just send me the list?)

No, there is no list. These are all off market, there are different sources that my team and I have access to. I can go over these with you, do you have time \_\_\_\_ or \_\_\_\_\_.

Where to find these off-market properties

- Anyone that has ever told you they wanted to sell (Little bit manual, should be tracked in your CRM)

- Search for properties that big home flippers have bought, but not yet sold (Look up big investors, Open Door, etc)

- The MLS / Expireds and Canceleds that never relisted and sold

- FSBO's

- Internal Agent Team (550+ agents in CoFounders / 90,000 in eXp)

- eXp Exclusives (Massively powerful)

- Something eXp has that no one else has because eXp is one office

- These are OFFICE Exclusive

- Off market by YOUR OFFICE

- Advantage eXp because we are all ONE office