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**Buyers’ Agent Agreement Script**

**New Buyer Lead Initial Contact Script:**

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

\_\_\_\_\_\_, while I have access to the properties everyone knows about, my real advantage lies in the extensive off-market properties that my team and I have exclusive access to. If I can find you the perfect home, negotiate the best possible terms, and possibly save you thousands of dollars by not having to compete…what would be the best time to get together to go over exactly what it is you’re looking for? Does \_\_\_\_ or \_\_\_ work better?

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

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 at *\_\_* or *\_\_\_*.

**Buyer Agency Signature and Compensation:**

* (Post already doing your presentation and establishing the value to hire you)
* #1 Do you absolutely want to purchase a property?
* #2 Are you committed to buying a property within that price point and criteria we’ve discussed?
* #3 Have you decided that I can make this happen for you?
* Due to the recent industry changes regarding how we disclose compensation, I need to clarify how I am compensated.
* #1 Most common scenario is that the seller will compensate me for bringing a willing and able qualified buyer, where I negotiate on your behalf. This occurs in a large percentage of cases.
* #2 In some instances, the seller may not compensate me for negotiating on your behalf.
* To be clear, compensation has always functioned this way, we just have to disclose it differently now.
* If the seller tries to discourage you from having representation, we can be creative on how we cover my compensation. This ensures that #1 you are not unrepresented and #2 you secure the home you desire with the best possible terms for you.
* Let's get started and utilize all of my resources to find your ideal property – please sign here!

**Always set the appointment:**

Don’t overthink the SET - when do you want to see the house? Ok perfect, I’ll text you my office address we can meet there first, I’ll go over what the markets doing so you know what to expect as for as closing cost, out of pocket expenses, and get a really good idea of your situation so I know how to find the perfect home if this isn’t the one, and we’ll go from there! Were there any other houses you were wanting to see?

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**When you meet them at the office present the representation agreement:**

This is a representation agreement, this just goes over everything I disclose to any client I work with and says that when the time is right, I get to be the agent that helps you find your home and write up that offer! (If 1st time home buyers - As agents we have access to every house on the market, and in this area, 99% of the time, the sellers pay commissions for their agent and yours)

**Objection:** I'm not ready to sign - Absolutely. What's top of mind for you, what has you considering? What are you weighing?

**Objection:** We don’t need to worry about this yet. We’re probably 6 months out - I know we’re a ways out, so we can go through this now, and you will be good to go when you find that perfect home!

**Ask questions on their info** - This has your name here; can you check to make sure I have your spelling right

**Present the Expiration as if it’s too short** - I typically put these out for a year, if for whatever reason we need to extend, we can do that, but I promise I’ll find you a home before then!

**Presenting the Commission** - This goes over total compensation - I will be negotiating my commission with the sellers directly - as I said, 99% of the time the seller will pay commission - In the event the seller refuses to pay, this outlines my standard rate and says that you and I would take care of it between ourselves.  - I’ve never not been able to negotiate with the seller, even with FSBO.