

# BUYER SYSTEM FOR SUCCESS WITH UPCALLS

## 1. MASTER THE FIRST 5 SECONDS OF THE CALL

I'm calling on 123 Main Street, How much is it?

Oh, that's a great property; everyone is calling in on that one - so, you're looking to ...BUY A HOME?

Yes.

Fantastic. While I look that information up, tell me what price range do you ... FEEL COMFORTABLE ... with?

Oh, that property you've called on it just a bit out of your price range. It's listed at \$\_\_\_\_\_ and I have three other properties right here in front of me that are listed Between \$\_\_\_\_\_ and \$\_\_\_\_\_ that if you ... FEEL MORE COMFORTABLE ... with, I'd love to tell you about - so tell me, what part of town are you most interested in?

Remember - always assume they are buying and never put yourself in the position that they can say no.

## 2. USE TRANSITIONS

- Oh, that's a great property; everyone is calling in on that one - so, your looking to buy a home?
- Oh, you must be another one of the neighbors!
- While I look that up, give me a quick answer, what attracted you to this home?
- Fantastic. Are you looking to buy just one home?

## 3. GAIN CONTROL

- May I have your name please?
- To whom am I speaking?
- Do you live in the area?
- Where are you from?

- Where do you live now?
- How long have you lived there?
- Do you own your own home or are you renting?
- Will it be necessary to sell your home (finish your lease) before you buy one?
- How much do you feel you will realize from the sale of your home, just approximately? (Set the appointment for the Rainmaker)
- How many people will be living in the home?
- How soon were you thinking about making a move when we find you the right home?
- How long will you have to see home today?
- Where are you employed?
- How long have you been employed there?
- What is your position?
- Would you describe your present home for me? What do you like best?
- If we find the right home today, would you be in a position to proceed?

#### **4. QUALIFY**

- Are you paying cash or obtaining financing?
- Do you have to sell your existing house before buying your next?
- How long have you been looking for a home?
- Have you seen anything you liked?
- Tell me about the home you will buy.
- I assume you are calling me directly because you are not working with an agent.
- I want my motivation to match your motivation, does that make sense? So I know how best to follow up with you, tell, on a scale of 1-10, with 10 meaning you must purchase a home today and 1 meaning you are just curious, how would you rate yourself?
- If the prospect is vague, ask for at least three more questions to gain clarity.
  - What does a large lot mean to you?
  - So is it privacy that you are after or do you need a large lot for children?
  - What I hear you saying is that privacy is most important to you. So if I find you a home that backs up to open space, would that work?