



PREP Worksheet

PRACTICAL REAL ESTATE PRACTICES

Working with Buyers

Mindset

1. Buyers don't look for an Agent - they are looking for a home
2. You don't "find" a buyer - The relationship is built creating value

"Everyone you meet is a potential client if you are doing the right things right."

A, B, C Buyer System

1. **A Buyers:** Appointment is set. Actively looking
2. **B Buyers:** On the bench. No appointment set
3. **C Buyers:** A challenge is preventing them from acting
 - a. (credit, finances, timing, etc)

Pre-Showing Preparation

1. **Know the property**
 - a. Preview home if possible
 - b. Study the MLS Sheet, Neighborhood Comps, Disclosures, Realist
 - c. Note any potential objections ahead of time
 - i. age of roof, HOA Fees, awkward layout, structure, etc...
2. **Prepare a Buyer Packet**
 - a. MLS Printouts
 - b. Area Map with homes (if showing multiple)
 - c. Buyers Guide



Working with Buyers

CONTINUED...

At the Showing

1. Greet and use their name
2. Reinforce the process
 - a. **Script:** *"Here's what we are going to do today..."*
 - b. **Script:** *"In this first home I'm going to ask lots of questions so I know what you are looking for in your next home"*
 - c. **Script:** *"As we go through the homes today, feel free to tell me what you love and don't love. My job is to match the home to your needs"*

In the Home...

1. Guide the conversation.
2. Let them walk around the house. Listen and observe what they linger on.
3. Ask discover questions
 - a. **Script:** *"What room do you see yourself spending the most time in?"*
 - b. **Script:** *"How would you use this space?"*
 - c. **Script:** *"How does this kitchen compare to what you envisioned"*
 - d. **Script:** *"What would you need to change in this home to make it perfect" (if not the one)*

Always move from **Features ➡ Benefits ➡ Feelings**

Working with Buyers



CONTINUED...

Avoid Overselling

1. Don't list off features like a tour guide
2. Let the home sell some of the "talking" – then tie it back to their motivations – goals.
3. Ask how it "feels" and what stands out.

Capture Feedback in Real Time

1. Use a 1-10 scale
 - a. **Script:** *"On a scale of 1 to 10, how would you rate this home?"*
 - b. **Script:** *"We will go back to the 8, 9, & 10"*
2. Note the objections – these are clues for the next showings

Post Showing

1. **Debrief** – in the house, coffee shop, office,...
 - a. Review notes
 - b. Ask about the 8, 9, 10, – what made these homes stand out
 - c. Reset expectations if needed (price vs. wants)
2. Schedule next appointment day and time
 - a. Schedule the 8, 9, & 10s plus more

"Never leave an appointment without setting up the next appointment"

Working with Buyers



CONTINUED...

Writing the Offer

1. When you find the home that meets the wants/needs
2. Look for where logic starts to follow- emotion
 - a. **Script:** *"Most buyers buy out of emotion, and justify with logic. When you find your next home you will know it."*
 - b. **Script:** *"This meets all of your wants/needs. We could wait to make an offer, but if we miss out on it we may spend the next few months trying to find the home again"*
 - c. **Script:** *"Offer what you are willing to pay for the home, but not more than you are willing to loose it for"*

Bonus: "Just looking"

- *"Totally understand. Let's treat this like research. I'll make notes so we can narrow down what you like and don't like."*
- Your role is to move them into readiness - thats your **challenge!**

Notes: