

# LP MAMA

These are some common questions to consider when using LP MAMA.

## LOCATION

I see the address of the property you wanted information on—is that the area where you're looking to purchase a home?

## PRICE

This property is listed at \$\_\_\_\_\_. Where does that fall in your budget? High, about right, or low?

## MOTIVATION

Do you need to sell before you buy? If we find a dream house, could you break your lease?

## AGENT

Are you already working with somebody? Have you been looking online and at open houses, or has an agent shown you homes?

## MORTGAGE

Are you going to be paying in cash, or do you need a loan? Are you preapproved for a certain amount?

## APPOINTMENT

We have an opening tomorrow at 2 p.m.—would you like to come to our office for a buyer consultation?

## Guidelines

- Use the acronym to help guide your conversation around the information you need to gather. Don't forget to give each lead the information they want as well.
- Don't ask questions like a robot! Approach the call like a conversation—developing a relationship is a critical component of the initial contact.
- The order of your questions doesn't matter—just get the information before you hang up!
- Be efficient! People are busy, so be considerate of their time.
- Use the following form to record feedback from your conversations.