

Slide 1 — Title Slide

MASTERING BUYER CONSULTATIONS

Building Trust, Setting Expectations & Winning More Clients

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Slide 2 — Why Buyer Consultations Matter

- Builds trust and professionalism
- Explains your value as an agent
- Sets expectations early
- Reduces confusion and wasted time
- Creates stronger client commitment

Pro Tip

- Buyers often choose the agent who provides the clearest plan and most confidence.

Slide 3 — Goals of the Consultation

- Understand buyer goals and motivation
- Discuss timeline and finances
- Identify wants vs. needs
- Explain the buying process
- Build commitment to work together

Pro Tip

- Ask deeper “why” questions to uncover the buyer’s true motivation.

Slide 4 — Preparing Before the Meeting

Bullet Points

- Research the buyer beforehand
- Prepare presentation materials
- Review market conditions
- Have lender information ready
- Create a professional environment

Pro Tip

- Preparation creates confidence and instantly increases credibility.

Slide 5 — Important Questions to Ask

Bullet Points

- Why are you moving?
- What is your timeline?
- Have you been pre-approved?
- What areas interest you most?
- What are your deal-breakers?

Pro Tip

- The best consultations focus more on listening than talking.

Slide 6 — Explaining the Buying Process

Bullet Points

- Financing and pre-approval
- Home search process
- Writing and negotiating offers
- Inspections and appraisal
- Closing process and next steps

Pro Tip

- A clear roadmap reduces stress and builds buyer confidence.

Slide 7 — Setting Expectations Early

Bullet Points

- Communication standards
- Showing procedures
- Market competition realities
- Importance of quick decisions
- Buyer responsibilities

Pro Tip

- Clear expectations early prevent problems later.

Slide 8 — Handling Buyer Objections

Bullet Points

- Concerns about rates
- Fear of overpaying
- Wanting to wait
- Working with multiple agents
- Nervousness about offers

Pro Tip

- Acknowledge concerns first, then educate with confidence.

Slide 9 — Creating a Great Buyer Experience

Bullet Points

- Be proactive with communication
- Use technology and automation
- Educate buyers throughout the process
- Solve problems quickly
- Ask for referrals and reviews

Pro Tip

- Small personal touches create lasting client relationships.

Slide 10 — Closing the Consultation

Bullet Points

- Review next steps
- Schedule showings immediately
- Confirm communication preferences
- Ask for commitment
- Add client to follow-up systems

Pro Tip

- Always leave the meeting with a scheduled next action.

Final Thought

“Great buyer consultations create trust, confidence, loyalty, and more closed transactions.”