

LBS

# IGNITE

SPARK 7:

FIND AND WIN THE

BUYER

kw<sup>®</sup>

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# Find Buyers

- **89%** of buyers purchased their home through a real estate agent.
- **41%** of buyers found their agent through a referral from friends or family.
- **75%** of buyers interviewed only one real estate agent during their home search.
- **51%** of buyers visited an open house as a way to search for homes.

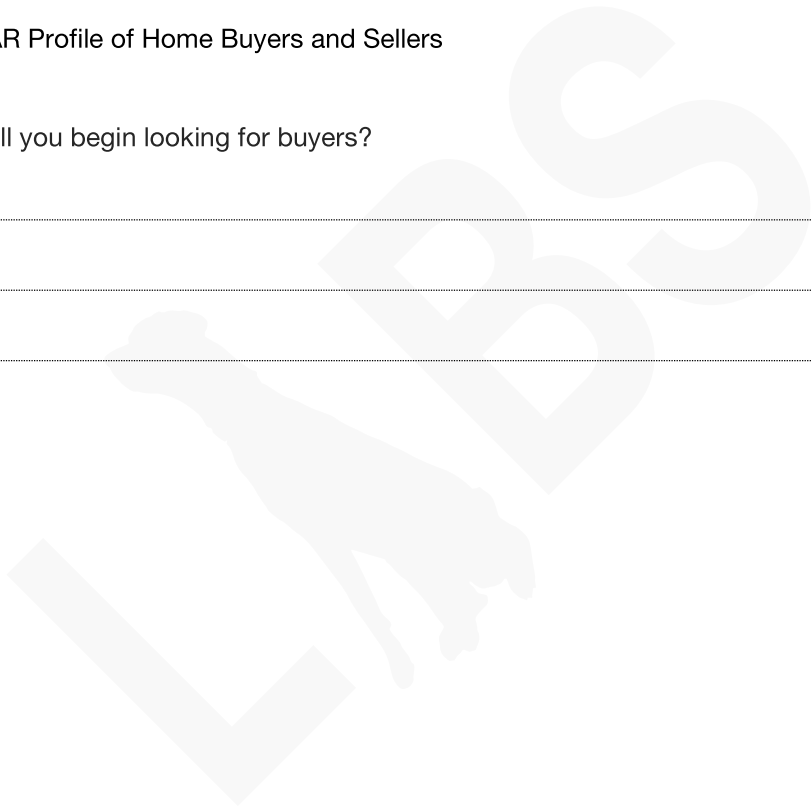
\*2019 NAR Profile of Home Buyers and Sellers

- Where will you begin looking for buyers?

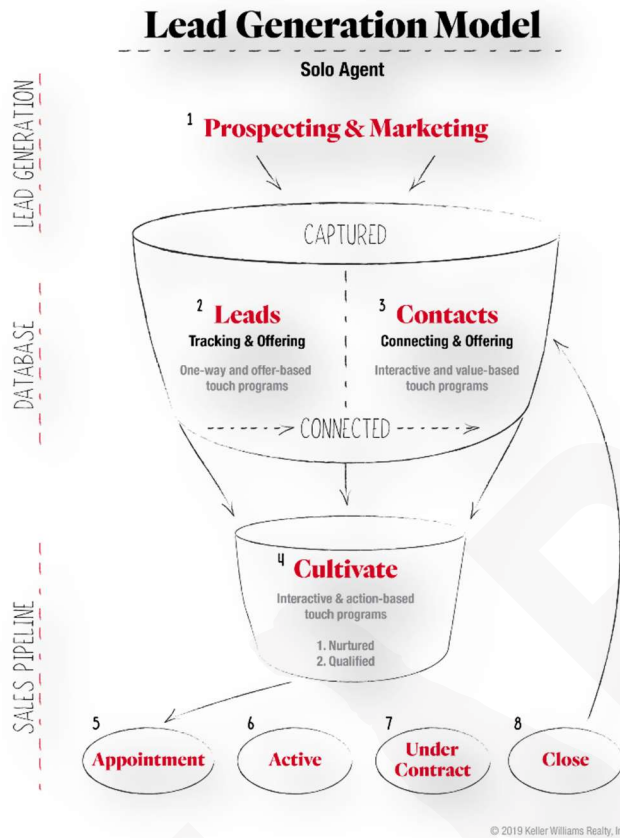
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# Cultivate Buyer Leads



CULTIVATE BUYER LEADS BY USING SMARTPLANS SPECIFICALLY CURATED TO YOUR CONTACT'S NEEDS.

Examples:

- Long-Term Nurture SmartPlan for contacts just added to your database.
- Bi-Weekly Neighborhood Nurture SmartPlan for leads who express interest in a specific neighborhood.

Activity: Add Yourself to a SmartPlan in Command

Log into Command and add yourself to a Long-Term Nurture SmartPlan.

- What questions do you have regarding SmartPlans?

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# Qualify Buyer Leads

*Based on the motivation and readiness of your leads, you can categorize them and put your prospecting and marketing plans into action.*

## **A BUYERS**

They are able, ready, and willing to purchase. They will be under contract in a matter of weeks.

## **B BUYERS**

They are ready and willing, but not able right now. Something must happen first: get their existing home under contract, wait for their lease to expire, or get the cash from their tax refund.

## **C BUYERS**

They have no immediate need. They may have a very exacting situation. For example, if they can sell their property for a specific price or get a house on a street they have always loved.

Activity: Qualify Your Buyer

1. Download the Buyer Lead Sheet from your toolkit.
2. In groups of 2 or 3, take turns using the Buyer Lead Sheet to qualify your potential buyer. Continue practicing until time is up.
3. Make notes below of any questions you have regarding the Buyer Lead Sheet.

■ Notes:

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■ What was most helpful regarding helping you qualify your buyer lead?

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# Sign the Buyer Agreement

**1 Ask for the business.**  
When will you be ready to buy?

**2 Ask for the appointment.**  
Does tomorrow at 3:00pm or Friday at 1:00pm work for you?

**3 Assess Financing Needs**  
Have they been preapproved to purchase a home by a lender?

■ Notes:

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*NAR's 2019 Profile of Home Buyers and Sellers states that 20% of all buyers pre-qualified for a mortgage online, and only 11% found their mortgage lender online.*

■ How will you determine your preferred lenders?

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# Recap and Create Your Success List

Turn Aha's to Achievement

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 <p>How has your <b>thinking</b> changed?</p>	
 <p>What do you <b>feel</b> differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What <b>actions</b> will you take?</p>	
 <p>What <b>tools</b>, models, or systems will you use? How will they make you accountable?</p>	