

PLACE

Buyer Info Sheet

Converted Hosted by Valencia

One of the most common mistakes Realtors make in their scripting is starting a conversation with “*How are you doing today?*” **Do NOT do this. Strike it through!**

Instead:

- If it's your first call: Jump right into why you are calling and ask a motivational question.
 - Example:
 - I see that you are interested in buying a home.
- If it's a follow-up call: Tie your curiosity to the main objective.
 - Examples:
 - How is credit repair coming along?
 - How did the call with the lender go?
 - What did you think of the homes we sent over?

Introduction:

Hi (*CUSTOMER NAME*), My name is (*YOUR NAME*) with (*YOUR COMPANY*), I see that you are interested in buying a home.

1. What put (that) on your to-do list?
2. Tell me more about (that)...
3. What will (that) do for you?
4. This might be an obvious question, but what will (that) mean for you?
5. So what I'm hearing you say is... Is that right?

Motivation:

1. On a scale of 0-10, how motivated are you to (recap motivation)?
2. What makes it that number?
3. What would need to happen for it to be a 10?
 - ...Great! Let's see what we need to do to make (motivation) happen.

Are you already working with a realtor?

(If yes - have you signed paperwork meaning that you are committed to working with them?)

Location: Describe for me your target location:

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House: Tell me about your ideal home:

of BR # of bath Sq Feet Yard

Payment: What price range do you have in mind?

How do you plan on paying for this home (cash or loan)?

If loan: Great, tell me what you know about the prequalification process.

If there is no pre-approval yet: Your next step is to talk with a lender

Mortgage: Do you have a home to sell in order to buy this home?

If Yes: Will you need to prequalify for the seller side, also?

Fantastic, I've only spoken with you. Are there any other decision-makers?

(all decision-makers need to be present at the appointment)

What are the qualities you are looking for in a Realtor?

Great - is there anything else I should know before we meet that would help me prepare for our appointment?

I have an opening (day and time) or (day and time) which one would work best for you?

Perfect, see you (day and time) to (repeat motivation).

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