



Buyer Consultation Process

Date: _____ Broker _____

Buyer(s): _____

Emails: _____ Phones.: _____ Address: _____

Source: _____

Prepare and coach receptionist with Clients name and write on the chalk board.

Ask FORD Questions

'I'm so grateful _____ referred you because I only work by referral so that's why we're here today. I work with a limited number of buyers and sellers so I only agree to meet with those referred by great clients'.

'If it is all right with you, what I would recommend we do first is sit down and get acquainted and I can ask you a few questions. Will that work?'

Have a file with their name ready or a post it note on your buyer packet.

Let me start with a few questions if that is ok. I'll be taking some notes.

1. Where are you living now? (*if renting, ask if they have ever owned, if first time buyers, skip to question 10*)
2. Do you own your own home?
3. How long have you lived there/ owned?
4. Tell me about your house.

5. How many homes have you owned?
6. When you purchased before, how was that process?

7. How did you start looking?

8. How long did it take for you to find a home?

9. What would you change about the process?

10. If you could wave a magic wand and have this purchase go perfectly, how would it look

11. Are you familiar with our current market?

12. Will you be paying cash or financing? Are there other decision makers or anyone contributing financially to your purchase? Do you have a lender?

Present buyer hand-outs, folder, trifold, brochures etc.

Discuss Buyers Agency Agreement here

Funnel Process

My goal is to help you find the right home, making sure you don't miss any possible matches, that we don't waste your time looking at things that don't fit your criteria and ultimately make sure you don't pay too much. I do this using the Funnel Process. May I show you how that works?

This process can be overwhelming if you think of it as a process of **SELECTION**.

So let's start with homes you have already identified and then add. All goes into the funnel casting a wide net and then filtering it down into likely candidates for your next home.



This process is one of elimination. We are trying to identify your top 3 homes.

Let's talk Whys and What's

People by their whys not their what's. So let's determine your whys. Hand out pieces of paper and have them write down up to 5 what's and also the why behind it. Then discuss.

What's

Why's

Scale of 1-10

On a scale of 1-10, where are you in the process. 1 just starting out and 10 being ready to buy.

What would need to happen for you to be at a 10? This is basically helping us understand what our next steps are. So maybe one thing is getting preapproved... What about other decision makers or financial contributors? Other things that strike you as having to be decided or accomplished before you will feel ready to move?

85% Rule

This illustrates that there is not really any such thing as an 100% house. If you built a custom home tomorrow, 6 weeks after moving in you would be thinking of things you would do differently. So I will likely ask you along the way if a home meets the 85% mark.

If we find your 85% or better house are you ready to buy it?

Are you the personality type who likes to do it on your own first or someone who gets assistance from the beginning? What do you think that will look like in this process?

Lastly, this is an evolving process, so you're allowed to change your mind and your criteria. I have had clients be dead set on getting a garage and a fireplace and they end up buying a house with neither. So, let's keep it flowing and open.