The Buyer's Broker University

The Buyer's Broker Certification Course
The Interview Consultation

- **The Initial Meeting**
    - The Interview is the single most important interaction you'll have with your client.
- **The Personal Presentation**
    - Develop Rapport and Trust
    - Listen intently to the Client.
    - Explain with Real Life Stories and Examples
    - Sell your Systems not yourself
- **The Professional Presentation**
    - Present from the Clients Perspective
    - Do not use industry language
    - Be flexible and listen to what your Client wants to hear
- **Educate & Inform**
    - The Perfect Home for your new Clients
    - Learn your clients Goals and Objectives
    - The Client Workbook
    - Introduce your SBA Mortgage Sponsor
    - Good Faith Estimate of Closing Costs
    - Determine the geographical areas that are acceptable to your client
- **Educate and Inform**
    - Open Houses, For Sale By Owners and MLS Listings in Publications
    - Search Technology
    - Schedule of Availability: Prospect and Consultant.
    - Determine the Ideal Timeline to Purchase for your Client.

- **Educate and Inform**
    - Review Contract: Contingencies and Inspections.
    - The Team Concept; You, your team and your broker.
    - How you get Paid. MLS Cooperation and For Sale By Owner compensation.
    - State Agency Disclosure
    - Make the Decision to Represent and Sign the documents
- **Sign the Documents with a little Excitement**
    - Reinforce your Commitment
    - Schedule your first Outing
    - E-mail, write, or phone your client as soon as they leave your office.
- **Referrals The Lifeblood of Your Business**
    - Referral Mindset
    - Earning the right to ask for Referrals
    - Building a 100% Referral Based Personal Business Unit