

Setting Expectations Video Script

***Please note this script is written how I speak. I recommend rewriting it in your own words. Please make sure you include all of the important information.*

Introduction:

Hey, Tommy, the realtor here. I very much so look forward to working with you, and helping you on your home search journey. But before we meet, I got three very important things that we do need to discuss before we meet. Don't worry, there's going to be a quiz at the end of this video. Just kidding, there's not actually going to be a quiz.

The State of The Market:

Now, first things first is we need to talk about the housing market. Now, as you know, the housing market's a little bit chaotic right now, and things are constantly changing almost on a daily basis. So, in about two minutes, I'm going to be sending you an email with a current real estate video on the housing market. So you can familiarize yourself with what's going on in the housing market, and what you need to do to prepare yourself, and whether or not it is a good time to buy or not.

What Realtors Do:

The second thing we need to go over is how buying a house works. Now, I know it's common for people to think of realtors as overpaid door openers, and admittedly, some of us are overpaid door openers. But opening doors and showing houses is really only about 2% of what realtors do. The other 98% of the time, we are providing legal representation in the sale of real estate, either to the buyer or the seller. This usually includes things like navigating contract law, complex negotiations, escrow, appraisals, inspections, and other hurdles that may come up along the way, like protecting our clients from either the buyer or the seller, trying to pull a fast one on you by say, replacing the \$4,000 refrigerator with a cheap \$1000 one, which yes, just happened to one of my clients last week. But you don't need to be worrying about that, because I'm going to be taking care of all the complicated stuff for you. All we need to do is talk about your home goals and come up with the plan for achieving them. And then of course, I'll then advise you on all the complicated stuff that comes up along the way, as we move forward with helping you buy a house.

What It's Like Working With Me: Pt 1

The last thing we need to talk about is what it's like working with me. In order to provide my clients the highest possible service, I can really only work with about five or six clients at a time, which means, if you're watching this video, I probably have one or two spots available. Otherwise, you wouldn't be watching this video, because I wouldn't have any spots available. All I ask, is that if you do decide to work with a different realtor, that you let me know, so I can spend more of my time helping my other clients. Now of course, if we do work together, you're welcome to call, or text me, or email me anytime you like. Just note, that if it's after business hours, I might not get back to you until the next business day. Just because, if it's not urgent, I got to spend time with my wife and my family. But if it is urgent, I

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FOLLOW UP MASTERY

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will get back to you immediately. But that said, please don't feel like you can't message me, or email me, or call me anytime you like. Also, when we work together, I'm happy to show you any houses that are for sale, whether they're on market or off market. And of course, when we do make offers on houses, I will provide full home value reports, so you know the true value of the house. Note, they take me a couple of hours to make, so I'm not going to make them for every house that we look at. But when you do decide to make an offer on a house, I will make you that full report, so we know that we're not overpaying on any houses that we're making offers on. And of course, I'll help you through the whole negotiation offer writing process. I'll basically just do all the work for you. And yes, that includes things like inspections, appraisals, escrow, and all those things, as well as all the other complicated things that we talked about earlier.

What It's Like Working With Me: Pt 2

Lastly, before we start looking at houses and officially working together, Washington State requires me to give you this pamphlet on the law of real estate agency, as well as a real estate agency agreement to sign. Basically, what it says is, I'm going to be a realtor, that I'm going to be helping you buy a house, that I'm legally required to have your best interest at heart. That'll represent you in the real estate transaction and not the seller. That'll keep anything you tell me confidential. And of course, disclose all material facts, like whether the roof is leaking, or something like that, and provide expert legal recommendations. Of course, if you have any questions about this, I'm happy to talk to you about it when we meet in person.

Outro:

With that said, I look forward to working with you. You should also have that real estate market video update in your inbox right now. Otherwise, my name's Tommy Mutchler. I look forward to meeting with you, and helping you find your next home.

-The Lazy Agent by Tommy Mutchler-

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