

# Buyer Presentation Essentials Guide

## BEFORE THE BUYER PRESENTATION MEETING

On your first phone call/interaction with a buyer, it is important to cover 2 things:

- Invite buyers to meet with you at your office (or their favorite coffee shop) so you can discuss their needs and develop a plan.
- Ask them to get pre-approved so you'll know exactly how much they qualify for and you'll be able to narrow down their search.

## DURING THE BUYER PRESENTATION MEETING

This is the most significant time with a buyer — your first face-to-face meeting with them.

- This is your opportunity to explain to buyers the value you'll bring to them. Buyers may find the house themselves but they will still use you if you take time with them at the beginning. The reason they called you is because they feel they need a professional.
- Plan on meeting for 1 hour to allow plenty of time. This will save you time later **and** it locks in their loyalty.

The 4 things to communicate with buyers on this appointment:

### ① Let them know how much you enjoy what you do.

- Buyers need to know that you're *good* at what you do **and** that it will be a *fun* process.
- Communicate the most beneficial aspect of YOU and what you really enjoy.
  - If you love negotiating, let them know you love it! Most people hate to negotiate. Tell them why it is a benefit to them with specific examples.
  - If you're a good problem solver, let them know that's what "floats your boat." And tell them some of the things that come up and what you've done for clients.

### ② Tell them what they can expect from you (and what you expect from them).

- Explain how you work.
  - Set yourself apart by telling them "how you work." Most agents don't have a "way they work" and they send the message "I'll be whatever you want me to be." and, as a result, clients have no confidence.
  - Use The Referral Dialogue to go over how you work and the benefits to them of working with you.
  - Communicate your commitment and your loyalty to them, explain how you get paid, and then ask them for their loyalty and *trust* them.

## Buyer Presentation Essentials Guide (continued)

- Talk about the Client Appreciation Program and what it means to them.
  - Buyers are concerned about overpaying for a house or buying a “lemon.” When you explain upfront that you stay with clients long-term, you help alleviate this fear.

### ③ Paint the picture of what it will look like 3-4 months after the sale.

- Find out what’s important to them.
  - “Wave a magic wand” and ask them to describe what their ideal home would look like.
  - *Whatever* they say, write it down. It shows you’re listening.
  - Couples may come in without haven’t had a chance to talk. Get them to talk. Make 2 lists—one for what each of them wants.
- Take the client past the sale the first time you meet with them. Describe what it looks like living in that home 3-4 months after they’ve bought it.

### ④ Get them looking.

- Give your buyers a list of homes that meet their criteria and ask them to drive by and get back to you with what they liked and didn’t like about each one. Use this information to narrow their search and identify which ones they want you to show them.

## AFTER THE BUYER PRESENTATION MEETING

Call your buyers every day and use the appropriate Daily Contact Dialogue:

- Nothing New to Report
- Something New to Report

Help your clients make a decision.

- Once your clients have seen several homes that fit their criteria and you get a sense of which one(s) they like, help them make a decision by asking the following clarifying questions:
  - *Do you like this home?*
  - *Could you see yourself living here?*
  - *Is this the home you’d like to write an offer on **first**?*

Ask for referrals.

- “Oh, by the way®...I’m never too busy for any of your referrals.”