

# High Quality Buyer Activities

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## Lead Generation

1. Finding Buyers (face-to-face, phone calls, mail, email)
  - a. Network & Farming
  - b. Open Houses
  - c. Yard Signs & Home Ads
  - d. Internet (website, Craigslist, social marketing, LeadStreet)
  - e. Just-Listed/Just Sold

## Lead Conversion

2. Meet in Office (meeting #1)
3. Have Buyer Conversation
  - a. Build rapport
  - b. Set the tone
  - c. Uncover needs and wants – use Buyer Criteria Sheet
  - d. Prioritize wants
  - e. Verify motivation
  - f. Check financial ability – lender always calls your client
  - g. Transition to roles and expectations
    - Review my role
    - Review your role
  - h. Agree on roles and expectations
  - i. Close in on a working relationship
    - Review Buyer Representation Agreement
    - Give buyers guide and sample purchase agreement

- Set date for a second meeting or show homes

4. Sign Buyer Representation Agreement

## **Administrative Preparation**

5. Mail Thank-You Letter

6. Create Buyer File

7. Verify Price Range with Lender

8. Verify Price Ceiling with Buyer – always talk in terms of monthly payment

9. Place Client in Database Management/Touch Program

10. Search MLS and FSBO Inventories

11. Call Listing Agent to Verify Availability

12. Prepare Showing Packages

13. Book Showings

## **Showing**

14. Meet in the Office (meeting #2)

15. Review Buyer Needs

16. Explain Showing Packages

17. Answer Questions

18. Get in the Car

19. Tour Homes

20. Finalize an Offer

## **Writing & Negotiating**

21. Send Offer to Listing Agent

22. Negotiate Offer to Acceptance

23. Open Title/Deliver Earnest Money

24. Deliver Signed Contract to Office

25. Schedule Home Inspections
26. Check Home Insurability
27. Communicate with Buyer
28. Communicate with Listing Agent
29. Review Inspection Report with Buyer
30. Send Amendment to Address Concerns to Listing Agent
31. Negotiate Repairs

## **Closing Preparation**

32. Schedule Closing
33. Add to Facebook and all Social Media
34. Send video about closing
35. Add as a contact in your phone and add birthday to CRM
36. Communicate with Buyer
37. Communicate with Lender
38. Review CD Statement
39. Attend Closing

## **Post-Closing Activities**

40. Mail Customer Survey
41. Look up Just-Sold Phone Numbers and Addresses
42. Order Just-Sold Cards
43. Door Knock 50 Closest Neighbors
44. Call 100 Neighbors
45. Mail 300 Just-Sold Cards
46. Make 7-Day Follow-Up Call to Buyer
47. Make 30-Day Follow-Up Call to Buyer

48. Make 6 month Follow-Up Call to Buyer

49. Set up 1 year Home Anniversary follow up, birthday follow up, monthly IOV

50. Add to Top 100 and STAY in Flow

51. Obtain a minimum of 2 referrals from client in next 12 months