

BUYER PRESENTATIONS

Guidelines for Giving a Successful Buyer Presentation

For the Real Estate
Professional

KEY COMMUNICATION SKILLS

PRINCIPLE ONE:

MAINTAIN OR ENHANCE SELF-ESTEEM

PRINCIPLE TWO:

LISTEN AND RESPOND WITH EMPATHY

PRINCIPLE THREE:

ASK FOR THEIR HELP & ENCOURAGE THEIR INVOLVEMENT

PRINCIPLE FOUR:

MAKE PROCEDURAL SUGGESTIONS WHEN HAVING A DISCUSSION

PATTERNED INTERVIEW

Page 1

BUYER PROSPECT NAME: _____

ADDRESS: _____

PHONE (HOME): _____ (OFFICE): _____

SMILE! SPEAK CLEARLY! MAKE THE CALLER FEEL IMPORTANT! LISTEN!

Respond before asking key questions! e.g. "I see...Glad to help!...Uh-huh...Good idea!...Sure!...O.k....No problem!..."

WHAT KIND OF HOME ARE YOU LOOKING FOR? _____

What do you like about (homes like that)?

HOW LONG HAVE YOU BEEN LOOKING FOR A HOME? _____

Have you seen anything you liked? Tell me about it: _____

What kept you from buying it? _____

HOW MUCH TIME DO YOU HAVE TO FIND A HOME? _____

WOULD YOU MIND SHARING WITH ME YOUR REASONS FOR MOVING? _____

HOW SOON CAN WE GET TOGETHER? _____

HOW MUCH DO YOU EXPECT TO PAY FOR YOUR NEW HOME? _____

How did you decide on that amount? _____ If you liked a home that cost more, would you consider it? _____

PATTERNED INTERVIEW

Page 2

HOW MUCH CASH WILL YOU BE ABLE TO INVEST IN YOUR NEW HOME? _____

If you found a home you like that needed more cash, would you consider it? _____

HOW MUCH OF A MONTHLY PAYMENT CAN YOU MANAGE? _____

How did you decide on that amount? _____

If you found a home you liked, but the payments were a bit higher, would you consider it? _____

WHAT NEIGHBORHOOD DO YOU LIKE BEST? _____

What do you like about (that area)? _____

Are there any other you would consider? _____

How about something in (another area)? _____

WHAT SIZE HOME DO YOU WANT? _____

Do you or your family have any special needs? _____

WHAT FEATURES DO YOU WANT MOST IN YOUR NEW HOME? _____

IS YOUR PRESENT HOME ON THE MARKET? _____

Would you have to sell it? _____

HOW SOON CAN WE GET TOGETHER TO VIEW HOMES ON THE MARKET? _____

BUYER INTERVIEW QUESTIONNAIRE

Page 1

Date _____ Buyer Name _____

Address _____

Number of people in your family _____ # of pets _____

Names and any special needs _____

BUYER CLASSIFICATION

First Time

Moving-up

Moving-down

Retired

New Household

Relocation

Price range _____

Best time to show property _____

NEEDS AND WANTS

1. Who will be involved in the purchase? _____

2. Will you both be qualifying for the loan? _____

3. Will anyone else be involved in the decision making process? _____

If so, whom? _____

4. What kinds of things are important to you in the floor plan of your future home?

5. Are there any other features you'd like your new home to have?

BUYER INTERVIEW QUESTIONNAIRE

6. What do you like about your current home? _____

7. Are there any features you do not like in your current home?

8. Are there any particular features in a property that you especially want to avoid (i.e. certain types of constructions, floor plans, locations, etc.)?

9. When would you like to begin looking? _____

10. When would you like to be moved into your new home? _____

11. When you spend time at home, what kind of activities do you like to enjoy?

12. Where would you like to live?

13. Where do you spend most of your time when you are at home?

14. Why are you considering moving?

15. How long have you been looking for a new home?

BUYER INTERVIEW QUESTIONNAIRE

16. Have you been looking with any other agents? _____

17. Of all the things we have discussed, what are the three things a house must have in order for you to buy it?

18. We find that our Buyers have different strategies for looking at houses. Since we don't want to waste your valuable time, which of the three strategies suits you the best?

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- a. Please preview the homes for me and show me the five best in your opinion.
- b. Please do a "computer preview tour" with me and then show me the five best from the "computer preview tour."
- c. Please do a "computer preview tour" and then allow me to drive by the properties. I will give you the five that I'm most interested in seeing.

19. "When you look at property, it is important that you tell me what you like and don't like. Consequently, after we look at each house, unless you tell me that you want to make an offer, I am going to ask you what it was about the property that kept you from buying it. Is that okay with you? This will help me zero in on the best possible home for you."