



BUYER

Script Book

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Motivating FACTORS



There are many different reasons that people tell you for considering a move. Some things we consider real motivation and other things we consider soft motivation. We want to protect our time by working with serious clients, don't work with people that don't have real motivation and a 90 day or less time frame. Below are true motivating factors for which people move.

- Divorce / Marriage
- School District
- Upsizing / Downsizing
 - Having a baby
 - Kids moving out / empty nesters
- Relocating
 - Job
 - Change in location
 - Change in area
- Take equity out of home
- Death in family
- Combining family (Marriage)
- Marriage
- Investment properties
- Affordability of buying versus renting
- Vacation home / Vacation Rental
- To help with commutes and deal with traffic
- To better accommodate your lifestyle
- Congestion – to leave the city and go to more land
- Privacy
- Moving up – keeping up with the joneses
- Financial Hardship
- Loss of jobs
- A change in health
 - Back / knee injuries
 - Liquidating assets
- Promotion / Job status
- Retirement
- HOA – either too strict or want to get into another one
- Yard space – want more – or possibly less. Too much to take care of
- Getting older
- Take advantage of market
- House being too much work to keep up with / too much maintenance
- Change of scenery – Lot description
 - I want a house that is waterfront
 - A problem with neighbors

Setting

APPOINTMENT

Getting The Buyer To Meet With You

We have a very precise and easy system to help buyers get the most home in this market efficiently and not miss any great opportunities.

The first step is to:

Let's meet for about 10-15 minutes. We'll then go over the properties that best fit your criteria and narrow down the best options. I'm sure your not only looking for your dream home, but your also looking to get it at the right price, right? Fantastic, well I don't know if you were aware, but homes in our market that are good deals sell fast and, you need to be the first person to know about the best properties right when they hit the market. With thousands of properties for sale in our market right now, it can be very frustrating trying to separate those good deals from the bad.

The second step is:

We'll go out and see about 4-5 great properties. Don't be surprised if one will be exactly what you are looking for your family! Be ready to find your new home!

The third step is:

We'll write a contract for you and professionally negotiate a great price and terms.

The final and fourth step is:

I will coordinate all the paperwork and deadlines, working with the lender, the seller, the listing agent, setting up all the inspections so that the sale is successful. I will handling the entire sale for you.

Would you like to come to our office today at ___ or would tomorrow at ____ be better for you and your family.

Thanks for working with me on finding and purchasing your new home.

What questions do you have for me at this time?

What are your Gold Bricks

Your Value Proposition that provides them access to information they are not getting now

- Off Market Properties
- Builder Closeouts
- Market Overview
- Expires that won't list but want to sell
- Vacant Properties
- Foreclosures
- Your Coming Soon Listings

Objection HANDLERS

I DON'T WANT TO MEET/JUST SEND IT TO ME

Let me ask you this... Where are you looking for properties? The internet? Driving around? Magazines? How long do you think those properties have been on the market? It's difficult to really know isn't it? And how long do you think the homes priced really well ... last on the market? I've seen great properties sell the same day they are listed!! Doesn't it make sense that the great properties are sold quickly???

OR

(Name), why don't you want to meet? For 20 minutes, you will be able to receive instant notification of the properties that fit your needs as soon as they become available... plus a list of properties that are not even released to the public... and you know the good ones don't last right?? What's a good time?

Well, it will only take 20 minutes and this way I can show you other areas and options that may widen your parameters... and I need to make sure we get all the specifics... sound good?



Just email them

Well I will... and in order to do that... we will need to get together so I can set everything up... it will only take a few minutes, and will save you hours and hours of time... I can show you other areas and options that may widen your parameters ... what's a good time is ___ good or is ___ better?

Objection HANDLERS

“Were waiting awhile... we’re not ready to buy a home yet”

I completely understand, let me ask you what does your timeframe look like in an ideal world? If you were to find the PERFECT home today at the right price, would that cause you to reconsider your timeframe?



“We’re not ready to move now, we just want to see this home”

Unfortunately, though this home will not be on the market in (timeframe). Are you planning on purchasing now, and moving later? OR... Okay well let me ask you then, what’s important about viewing this home?

OR... I understand, unfortunately though our seller’s open their homes for private showings ONLY when a buyer has been pre- approved, or can provide proof of funds. This way the buyer could present an offer immediately should they like the home. It sounds like you are NOT in a position to do that at this point, is that correct? Okay, well I can certainly try to find out when they may be hosting an open house so you can attend if you’d like, how does that sound?

Objection HANDLERS

“On the fence for getting preapproved/talking to a lender OR waiting to buy a home” *Buyers with no major loan issues*

Mr/Mrs. Buyer, interest rates have been extremely low. They've started rising, and are only going to continue to go up from here. It's important for you to see what options are available to you now, so you don't miss out on a great opportunity. Talking with a lender will only take a little time, and it could save you so much money on the backend!



“Getting pre-approved won't be a problem”

Excellent, and I'm completely confident that is true. Consequently, many buyers quickly learn that having this in place BEFORE seeing homes is definitely the way to go, may I explain? Simply put, when you are viewing homes in a competitive market like ours, there is no time to wait for loan approvals if we get into a multiple offer situation. Offers must be accompanied with a pre-approval letter. Buyers JUST LIKE YOU are continuously discovering that this is necessary BEFORE looking at homes. Does that make sense?

Objection HANDLERS

“Yes, we have a home to sell first, but we want to see available homes first”

Trust me, I completely understand that approach. Many buyers JUST LIKE YOU feel the same way! Nobody wants to be without a home, right? Fortunately, we are talking today, and we can help coordinate both, may I explain? I can pull numbers and visit with you about your current home to help you determine what makes sense for you financially in selling your property. Even without thinking, our sellers are continuously surprised with how helpful this is to their plans for moving. Afterwards, we can set a meeting to look at available inventory. How does that sound?



“My agent is on vacation/sick/out of town, and I want to see your listing”

Unfortunately, you are probably going to want to wait until your agent is available, they are really the person who should be taking you to see homes. Do they have an assistant, or a partner who can help show you the home? No? Oh I’m sorry, are you concerned that this may slow down your home buying process? Would you mind if I check in with you next week to make sure you were able to see the house? Just so you know, with High Performance Real Estate Advisors, we have a team of agents, so if anything happens and your agent for some reason is unavailable, there are a NUMBER of people to ensure it doesn’t slow down your home buying process.

Objection HANDLERS

“Why does it have to be MY agent/ Can any agent show me this home?”

That’s a great question! It’s going to be VERY important to you, that the person who shows you the home is the person who will be writing the contract for you. That way, they can ensure that anything they see that might need to be addressed in the contract gets included, does that make sense?



“I just want to see this home, can I?”

We can show you this home, but more than that, we can be the solution to helping you get into (why they like this home) by (timeframe). So, if we can help you with that, would you be open to it?

OR... We can. Would you like to also see other homes just like this to help you find the right home, or are you going to put an offer in on this home if you see it? See we can show you this one, as well as others that meet your criteria, to help you find the RIGHT one to buy.

OR... It’s a great house, let’s make that happen for you! So, our seller’s open their homes for private showings to ONLY buyers who have a loan pre-approval in place, or who provide proof of funds. If you already have that, you can email it to our office, and we can set up the showing. Would you be able to send that over to me?

Objection HANDLERS

“I just want to see the home/I would like to set up a showing”

Fantastic! I am thrilled to set this up for you. So, our FIRST MEETING is a consultation and needs analysis, so typically we do this at a neutral location convenient for you. It's a great time to discuss what is important in your next home, the current market, and to hear about how High Performance Real Estate Advisors can help you through every step of the home buying process. When you feel confident we are the right team for you, then you and your agent will come up with a schedule to pursue and view properties that works best for you. Are weekdays, or weekends better for you?



“I want to work with the Listing Agent to GET A BETTER DEAL”

I hear what you are saying. Naturally, you know that the seller has hired a listing agent to help get them the MOST money for their home. Help me understand how you feel that the Listing agent would then also be helping YOU get a great deal as well? “

OR... I understand, and if utilizing the listing agent was the best approach for you to do I would certainly tell you. But the truth is, nobody can serve two masters, that's why hiring a great buyer specialist is DEFINITELY in your best interest. Think about it, if we were talking about going to court, would you ever see a lawyer representing both parties? No, that's right, and that's because it would be IMPOSSIBLE for them to have BOTH party's best interests in mind. Doesn't it make sense then since they have an agent, that you also have someone on your side?

Objection HANDLERS

“The Listing agent will give me the X% commission if there is no buyer’s agent.”

I hear what you are saying, but the listing agent has already contracted with the seller for X%. If there is no buyer agent to compensate for bringing them a buyer, the listing agent will keep that commission. So if they are not able to give you that X%, help me understand how it is logical to have a listing agent helping you when they represent the opposing party?

OR... I see and can definitely understand how you would see that as a benefit. In essence you are looking for help with closing costs or additional buyer incentives somewhere in the transaction, is that right? If I can show you a way to make that happen and use our services, would that be worth your time meeting with us?



“I am not looking for representation, I just want to see the house”

I understand. Many buyers JUST LIKE YOU feel compelled to look for homes on their own. Consequently, they become frustrated and quickly understand that using our professional representation services is the best approach to negotiating a great price, and I’m confident you will agree. Why don’t we do the right thing and agree to meet over coffee, sound good?

Objection HANDLERS

“We are building a home, we don’t need an agent”

Sure, I completely understand why you might think that, however that is even all the more reason WHY having one is so important, may I explain? As you know building a home will take months, and it is a full-time job staying on top of the builder to ensure you get the product you expect and the quality they promised. The sales counselor works for the builder, so they always have the best interest of the builder in mind, which may not be in the best interest for you. Do you have time to stay on top of and communicate with the builder weekly or even daily at times? Luckily our agents are all full-time and they’ll not only be your advocate, but they will hold the sales counselor accountable every step of the way through the process. And if we can make this process easier for you, is that something you’d be interested in?

“I want to work with the Listing Agent to GET A
BETTER DEAL”

I know your time is valuable and I just want to let you know that my goal is the same as yours. I am committed to find you the perfect home with the least amount of inconvenience at the best possible price...that is your goal, right? The reason it is important to meet first is it will allow us to spend a few minutes so I can get crystal clear on exactly what it is you’re looking for so we don’t waste any time looking at homes that don’t fit your criteria. Can I share with you what I do to prepare prior to our appointment? I preview over ___ homes each week and know the inventory in our market extremely well. When we meet we can pull up all the homes in your search and I can share with you about each one. We can look at the pictures, take the virtual tours and we can narrow it down to those 3-4 homes that are the absolute best on the market. This will save us time so we are not seeing homes in poor condition or have some sort of defect like termites or cracked slab.

Can you see how spending a few minutes up front can save you lots of time and frustration down the road?

Objection HANDLERS

“Buyer wants to look on their own”

I understand. Here are a few things to consider. It can be a very time-consuming process, and many of the homes you see listed in advertisements and on websites are already sold or under contract. Some properties are not advertised at all—those are what we call pocket listings. There are more properties listed for this area. With my access to the MLS and my real estate contacts, I can search them all for you and show you the best ones. For example, would you be interested in getting a discount of 20–30 percent on a HUD property of foreclosure? I can search for those as well.



“I’ll just work with the Listing Agent”

I understand, listing agents have an exclusive agreement in place to represent the seller’s and their best interests, and are not able to help buyers on those listings.

Any listing agent who says they can work for you as well are NOT providing you the service you deserve. It’s in YOUR best interest as a buyer to have exclusive representation with an agent as well. So, are you open to hiring a buyer agent to represent you, or do you have someone else in mind?

OR... I understand. I’d like to hear more about that. Tell me, what benefit do you see in working with the listing agent? OR... Let me ask you what benefit do you see for yourself with working directing with the listing agent?

OR... Mr/Mrs. Buyer, the seller has already signed an exclusive agreement with the listing agent. That means the listing agent is obligated to represent the best interest of the seller, right? Well, going directly with the listing agent would be like going to court with just one attorney who is working both sides of the case. They can’t effectively represent both sides, and they can’t possibly have both parties’ best interest in mind. And you want to work with an agent who has YOUR best interest in mind when negotiating the best deal or your next home, don’t you?

Objection HANDLERS

“What is the benefit of a Buyers Agent”

That’s a great question. Let me ask you, what do you do for a living? And are you full time? Great, so you are probably pretty good at what you do? Right, so if I was needing a professional (fill in the blank) I would be looking for someone with your skills. I would want some who has a lot of experience in doing (associate to their career) and so I would be wanting a full time (fill in the blank) with a wealth of background and experience. The same holds true for this. I’m sure you will want a full time realtor with a wealth of knowledge and experience on your side as you are making such a significant financial decision, won’t you?

OR...That’s a great question. They do so much more than many buyers even realize. For instance, they assist with:

Finding and narrowing down the perfect homes for you, and arranging all your showings.

- They are skilled at negotiating on your behalf to ensure you win the home, and have a smooth transaction...and finally
- They provide advice and provide research on properties, communities and market data to ensure you make a sound decision.

Other advantages:

We know of new homes not yet on the market that may fit your criteria. Hiring us as your realtor will allow you to get more information on the homes, like days on market, any recent price adjustments, and allow you to gain access to a seller’s disclosure that may benefit the buyer in making an offer, or in negotiations. Let me ask you, what is the reason holding you back to having free professional representation at this time?

Why it is important to have a Realtor working for you when buying a home:

They will be able to disclose information about the home

- If you find a home that you love, you can put an offer down right away as homes tend to move quickly
- They will have you on a gateway – receiving homes that meet your needs as they show active on the market – again,

allowing you to see homes quickly

They will work for you and take the stress of finding homes that meet your criteria off your shoulders

- You will have a relationship and not have to explain time and time again what you are looking for in your next home – they
- will have this information and will know your feedback from homes that you have seen as to not have to start over again

with every agent that you meet to view a home

They can show you homes that are not our own listings

You have a professional who knows the market and the area working for you

Location

"Are you only looking for homes in this area/sub division?"
"Why is this location important to you?"

Price

"What price range are you comfortable in?"
"How did you determine that price range?"

Motivation

"How long have you been looking for homes?"
"Leasing/term?" "House to sell?"

Agent

"Are you working with another agent?"
"Have you signed anything?"
"How many homes have you seen the inside of?"

Mortgage

"Are you paying cash or do you need financing?"
"Have you spoken to someone?"
-WINNING POSITION-

Appointment

"Based on the info you have given, it makes sense we meet to get you in this home and show you some other properties you might not be aware of."
"I have (TIME) today or (TIME) tomorrow, which one is better?"



BUYER

Script Book