

Take Control of the Buyer Call

*Buyer: Hi, I'm calling about the house at 123 Maple Street.
How much is it?*

That's a great property; everyone is calling on that one. So are you in the market to buy a home?

Buyer: Yes

Excellent! Real quick, while I look up that information, tell me, what price range do you feel comfortable with?

Buyer: \$250,000

Good for you!

Schedule Appointment for Buyer Consultation

The property at 123 Maple Street is listed at \$249,000. Let's schedule an appointment to see if 123 Maple Street is the perfect home for you. Would today at 4:00 p.m. or Saturday at 10:00 a.m. be better for you?

Great. Let's meet at my office so you can also review other properties on the Multiple Listing Service that you might be interested in if Maple Street isn't right for you. Does that work for you—to preview other properties so you can find the right house? *(Optional for first-time homebuyers: When you come into the office, as well as being able to look at properties, I will give you a free copy of the book, Your First Home, which contains a wealth of information on the home buying process.)*

Home Is Out of Buyer's Price Range

Well, that home is a tad above/below your price range, but I have three other properties right here in front of me that are in your price range that I would love to share with you.

Are you looking only in the (_____) neighborhood, or are there other areas you're interested in?

So how many bedrooms and bathrooms do you want?

When would you like to move?

Demonstrate Your Value to the Buyer

Mr. /Ms. Buyer, I'd like to invite you to come into my office so we can discuss what you are looking for in your next home, and use my MLS to review properties on our big screen. That way, we'll limit our search to homes that fit your criteria and avoid wasting your time. Are weekends or weekdays better for you?

Benefits of Prequalification

Mr. /Ms. Buyer, it's important that you are prequalified for a loan before you begin your home search. Prequalification is really just a lender's determination of how much money you will be eligible to borrow. It should only take about 15 minutes, and once you are prequalified:

- You'll know exactly what price range you can afford.
- When you find the home you love, you'll be able to take action quickly.
- Sellers will be more likely to accept an offer from a prequalified buyer.
- And, finally, you can see if there are any errors on your credit report and you can resolve them right away.
- Would you like to have my lender call you to help you prequalify? When is the best time, weekdays, weekends, or in the next 15 minutes?

Ignite Power Session
Page 6-21

Ignite Power Session
Page 6-22

Objection to Buyer Consultant Appointment 1:
I don't have time to come to the office, can't you just meet me at the house?

Because your time is so valuable that's exactly why we need to get together at the office. See, the 25 minutes we're going to spend at the office is literally going to save you 5 to 10 hours of looking at houses. When we get together at the office, I'll be able to pull up every property that matches your specific criteria, we'll be able to view the photos and virtual tours in my office on the screen before taking your time to drive by them or even better than that, spending your gas to drive by them, so when is best time to come to the office, is it weekends or weekdays?

Objection to Buyer Consultant Appointment 2:
Let me talk to my spouse and I will call you back.

I understand that, let me ask you this. If it is okay for your husband to set the appointment with me, is it okay for you? Fantastic, let's do this: let's go ahead and pencil in a time that works best for both of you and then I am going to call you back the day before the appointment to simply confirm, if it works, fantastic, if it doesn't then we just need to reschedule the appointment. When do you think it is going to work best, is it weekdays or weekends? Great, I'll call you Friday. What time specifically would you like me to call you? 2 o'clock. Great, what number would I have the best chance of catching you on?

Objection to Buyer Consultant Appointment 3:
I've already seen the house online, I just need to see it to know if I want to buy it.

I completely understand. The home you are calling about is amazing. However, the sellers request that I meet with all buyers prior to showing them the property. This will allow me to cover any financing issues in case you need a loan, and to give you further information about the property and also the neighborhood. Would you be able to come to my office today at 5 p.m. or would tomorrow morning at 9 a.m. work better?

Offer to Setup Buyer Instant Notification System

Would you like online access to every home on the market that matches your criteria? You'd also receive instant notification every time a home that matches your criteria comes on the market. I'd be happy to sign you up for free on my Buyer Instant Notification System.

Follow-up Call to Buyer

Over the last week we have sent you 5 listings. I am just calling to update my files, and see if you are still in the market to buy a home, if you have already purchased a home, and if not, to review the 5 homes I sent you to see if you would like to go tour the inside of any of them.

Ignite Power Session
Page 6-26

Ignite Power Session
Page 6-26