



THE CONSULTATION

EARNING EXCLUSIVITY



1. Now that I know exactly what's important to you ... and we are clear on the home buying process ...
2. I want to spend some time quickly showing you what I do above and beyond for all my clients ...
3. When you hire me as the agent to represent you, I do so much more than the average agent. For example,
 - I only work with a small number of great clients at a time, to ensure a personal experience.
 - I preview daily and weekly previewing on your behalf.
 - I contact the best agents for their "coming soon" listings, getting you an early notice.
 - I research bank owned and notice of defaults when available.
 - I will go door to door in communities you like in order to find you the perfect home.
 - I will only show you properties that meet your criteria.
 - I will negotiate aggressively on your behalf.
 - I will work with your lender and out affiliates ... to ensure a smooth transaction ... and closing.
4. Overall, buying a home is a stressful process and my duty is to relieve you of any possible difficulties.
5. Would you like me to help you find your dream home?





OBJECTION HANDLERS

“I don’t want to commit to one person right now.”

I hear that a lot ... and guess what ... most people start by speaking with numerous agents until they find one that clearly stands out Based on everything I’ve shown you, do you believe I can find, negotiate and get you into your new home? Then put me to work!

“How about if I sign your agreement after we go out one or two times?”

I hear you ... in that case ... let’s sign a one-party showing agreement on the homes you’d like to see ... it’s done every day in real estate.

“I have a friend in the business who will give me a discount commission. Will you do the same?”

No ... I would suggest working with your friend instead However, I am curious, are they willing to put in the extra work that I promise to do? Do they have my contacts, resources, and skills?

“My listing agent is giving me a point back if I buy a home through him. Will you do the same? If not, why should I use you?”

Simple. Your listing agent is busy working to get your old home sold ... I’m going to put my aggressive marketing plan to work to find your home ... besides ... my commission is paid by the seller.

“I’m not buying for another three to six months ...”

Great, then it is an excellent time to research together and get to know one another.

“What if we don’t like each other after we are working together?”

I can appreciate that ... and my experience is the only way this will happen is if we are not in constant communication and open and honest about what’s important.

“I haven’t had a chance to interview anyone else. I’d like to take some time and see what other options I have.”

I welcome it. Take your time to make sure you are making the best possible decision for you.
(Explain the difference between you and using a listing/buyer agent. Help them understand the plan, representation, negotiation, skill, and time you can devote to them.)