

BUYER – REMINDER OF THE MEETING SCRIPT

Hi \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name), this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (your name)! How are you? << fine>>

Great! I’m looking forward to seeing you soon and just wanted to clarify a few of the details… do you have a moment to do that now? <<yes>>

(*Confirm when they are arriving into town and where they are staying, or if they live here, simply confirm the time and directions to your office.)*

So, here’s how this will go… we will meet here at \_\_\_\_\_\_\_\_ time, and we will sit together in the conference room for a few minutes. I want to show you some of the properties I previewed on your behalf and decided NOT to show you. This way, you understand what ELSE was out there and why the \_\_\_\_\_ (number 5-7) properties we WILL see are the ABSOLUTE BEST, ok?

<<yes, that sounds good>>

Potential Objection: <<Wow, only 5-7 homes… that doesn’t sound like a lot… we want to see everything!>>

Absolutely! You’ll want to see everything that fits your criteria at the best price possible, right? <<yes>> Of course! And that’s why you hired me – to do the work… FOR YOU… to screen out the overpriced, undesirable properties that would waste our time. You don’t want to waste time on this, right? <<no, I guess you’re right.>>

Then, we will narrow your choices down to 1 or 2 that you like best and we will go back and see them a second time, either later that day, or early the following day. Then we will make a decision and write an offer on your number 1 choice… any questions?

<<no, not at this time>>

Potential Objection: <<Well, we probably won’t buy it the first day.>> Oh, so you won’t take the next step the first day… I can appreciate that this is a big decision, isn’t it? <<yes>> So, this is a BUYING trip for you guys… not just an information-gathering trip, right? <<well, yes>> Ok, so if I showed you the perfect property, that meets all your wishes, and you fall in love with it… we could certainly take the next logical step in

the process to make it your own, couldn’t we? <<well, yes>> OK, so no matter if we see it on the first day or the second day – would it really matter if it was the right home? <<No, I guess not.>> Ok, I know we’re on the same page… so let’s focus on finding the right home and be ready to act! MOVE ON.

Perfect! So, dress comfortably because it’s warm and sunny…., bring your checkbook… and you may want to throw a light sweater in because we’ll be in and out of the air conditioning.

**See you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (day of the week or date!)**