



Tips to start conversation in open house... Is this a buying time for you or an information gathering time for you? Just curious, since the market has softened a bit, and interest rates are still low, what would have to happen in order for you to buy now?

BUYER VALIDATION AND THE SIX CRITICAL QUESTIONS SCRIPT

Hint: It isn't an "interview." Remember to converse and repeat after each question.

Congratulations – it's such a fantastic time to be a buyer, isn't it?

1. So, how familiar are you with this area?
2. How soon did you wish to buy? <<when we find what we're looking for, we'll consider it>> REPEAT WHAT THEY SAID WITH A TIE DOWN
3. What's your price range?
4. Which agent are you working with? PAUSE What did you sign with them?
- 5. When will you be in town to review property in person?
6. Will you be paying cash or obtaining a mortgage?

<<MORTGAGE>>

Great! Have you already been pre-qualified with a bank commitment letter?
<<not yet>>

OK. In your best interest... I'd like to have _____ (name) our local mortgage guy/gal give you a call to get you a commitment letter that we can present with the offer. It may make the offer stronger, more competitive with cash, and MAY GET YOU A BETTER PRICE. Whether you ultimately borrow through _____ or not is less important. It will be important that we have this letter as a first step – may I have him/her give you a call at this number to get that ball rolling?" <<No, I have someone up here that will do that>>

Wonderful... and you can absolutely borrow through them... and at the same time, having a commitment letter from a local broker will carry a lot of weight with sellers. So many have been burned by out of town banks that haven't delivered at closing. You can appreciate that, right? <<yes>> So, let's do this the right way and have _____ get you just pre-approved at this stage, ok? <<ok>>

So what's the BEST number for him/her to reach you today?

<<CASH>>

Great... and that money is liquid, right... or should we plan for a delayed closing?

<<It's available>>

Excellent. Then, as the NEXT STEP toward BUYING, I'd like to forward you a great tool we use in finding the perfect property. It's a simple "wish list" of what you're looking for. Some questions on it, you may already know – and others may cause you to think about features you may not have considered. I'd like to send this to you via email today – is that ok? Your address?

Great – let's set a time for me to call you back and discuss your wish list – how about tomorrow at _____ or _____... which works better for you?

And you wrote down my name and number, right? <<no>>

Ok, let me give it to you now... you can just put me in your phone under "Realtor."