



PRESENTING THE BUYER LOYALTY AGREEMENT SCRIPT

Hint: Kindness, Logic and Confidence are the Keys to Presentation Here

So, based on your wish list, I already have a few properties in mind for you... AND as a business policy... there's some standard paperwork I require before taking buyers to see property. May I share with you what it says?

<<yes>>



Thanks! You know in this unique market we will have to work differently and this disclosure outlines that. Second, you know that in the state of Florida, my services are free to you – the seller typically pays the commission, right? <<yes>> Ok, great! So to protect you and me, a buyer disclosure is required that simply states that if I agree to do ALL the work necessary to find you EXACTLY what you are looking for, with ALL the features and benefits you want, in a community with ALL the amenities you seek, at the EXACT price you want to pay... that you'll simply agree to buy through me.... fair enough?

<<sure>> Great! I will email it to you. Once you've signed and sent it back, I will forward you some property features to review. Expect this shortly – good-bye.

<<Objection – well, I don't understand... does this tie us to you only or I've never heard of this, etc.>>

Great question and I'm glad that you asked it. This agreement is only for this area and only for a short period of time. It protects us both. You aren't working with any other agents now, are you? (down-swing tone). <<no>> Great! All this agreement does is reflect your commitment to working with me. I appreciate that and am sending this to you shortly, ok? MOVE ON.