THE BUY & SELL ROADMAP

UNDERSTANDING THE CLIENT'S FEARS

Understanding why the client is scared is key. In sales you can't overcome objections until we completely understand where the person is coming from.

WHAT ARE THE FEARS?

·Won't find the home they want - #1biggest fearofasell/buyclientinahotmarket ·Find a home in time
·Their home selling too fast
·Becoming homeless
·Losing their current low rate and ending up with a higher mortgage rate

WHAT SHOULD YOU DO AS THEIR AGENT?

Show empathy. Show them what protections you are going to put in place for them to avoid any of the above from happening.

Being able to recognize when they are not being truthful when they say, "I'm not ready to sell my home," is important. This will allow you to understand why they may be scared and to address those fears with them.

THE LEAD CALL

This is where it all starts. What you say (and what not to say) to them on the call will prepare them for what is to come and get them excited to work with you.

You do need to treat buy/sell calls differently from a normal seller call. You need to adjust your script for someone who is a potential BS client.

One of the goals of the call is to get them to open up and express their concerns.

DO NOT TALK ABOUT:

·How fast homes are selling

TALK TO THEM ABOUT:

·Creating a plan that will fit their situation
·Bring up potential concerns – this allows them to open up to you and shows you are understanding to what may be a fear of theirs
·Reassure them that you understand their fears and are experienced in dealing with these situations

ONE LINERS:

·We know it can be a bit scary for someone in your situation who wants to sell and buy a new home at the same time.
·We plan accordingly and have protections in place both when we list and also with any contract with buyers.
·We can put a disclosure in the listing itself that the sale of your home is subject to seller finding suitable housing, we can negotiate a longer closing date to give you the time you need to find a home, or other things like a rent back if you would need that.

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OTHER SCRIPTS

- Ask how they are looking for homes now. Typically they will say Zillow and Realtor.com, etc. – use this to transition into the buyer script. Zillow shows what they call “Pre-Foreclosures”; these are homes that have late mortgage notices at the registry. Zillow presents them as if they will eventually be for sale, but they know that process would take a long time and the home may never be listed.
- We have a much better and more effective way to search for homes – our Buyer Advantage Program. This gives you instant and priority access to all homes on the market that meet or exceed your search criteria. Including bargains such as estate sales, foreclosures, recent price reductions and even homes not yet on the market in what is called our “Prelist Inventory”! It is really the best way to be looking for a home and will ensure that you are seeing everything out there.
- Mortgage rates can be brought down with a closing cost credit and what’s called a Buydown. This means that for the first few years of a loan your rate can be as much as 3% lower than what’s current. This makesmonthly payments more affordable in the first few years of the loan.

THE ROADMAP

After you go through the steps of the listing appointment, you segway into “how do we do this?”. What road do the sellers want to go down?

TWO MAIN ROADS

1. List the home with protections.
   - Contingencies -“Sale subject to seller finding suitable housing”
   - Disclosures within MLS - “Sale subject to seller finding suitable housing”
   - Long closing date
2. Get completely ready to buy and to list, then wait.

YOUR LOGO HERE

BUY SELL CLIENT ROADMAP

YOUR REALTOR® WILL ENSURE YOUR BUYING AND SELLING PATHS ALIGN FINANCIALLY AND ON YOUR TIMELINE.

CONCERNED ABOUT SELLING & BUYING?

- People are often concerned about selling and buying timeline; making sure your home sells in time to cover expenses for the new home you want to buy. Although this market is undoubtedly intense, a sell/buy can be done.

THE GOOD NEWS

- There are multiple selling and buying options so that we can create a unique plan that works just for you. We take your timeline and needs into consideration and will develop a customized plan of action that suits your lifestyle and circumstances.

LIST WITH PROTECTIONS

- We will get your home listed on the active market, but with disclosures put in place to protect you. That means we can make the sale of your home subject to you finding suitable housing and we can negotiate a longer closing date or a rent-back to give you more time to find that home.

READY & WAIT

- We can get your home ready to list, but not actually list until you've found the home you want. To prepare, we will get your pictures taken, the MLS listing information drafted, and we will develop a plan with a lender to obtain your pre-commitment based on the target list price we believe will attract the most buyers, create the most interest and, therefore, get you the best offer.

TWO COMMON ROADS

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