

Mastering the Buyer Counseling Session

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Counsel: to give advice or guidance especially from a _____ person

Buyer counseling is an integral part of the real estate purchase process. The goal of an effective buyer counseling session is to end the session with a buyer that is:



- *well informed, educated, knowledgeable;*
- *understanding of the process and what is required of them;*
- *ready, willing and able to buy;*
- *agreeable to working with the agent;*
- *loyal;*
- *desirous of referring other prospects to the agent.*

Prescription Description



Imagine visiting your personal physician suffering from relentless headaches and an annoying twitch in your toes. But before you can explain how you are feeling and describing your symptoms, the doctor takes one look at you and exclaims, “*I have just the drug for you! You can pick from a variety of colors and I am quite sure that after taking the pills for a week, they will take care of all your problems.*” No matter how much experience the doctor has or how long you have been a regular patient, there should be some concerns about this approach to curing your ailments. In the real world we would never expect this to happen because medical professionals live by the adage: *Prescription without diagnosis is malpractice*”. Doctors are expected to review a patient’s medical history, perform a physical examination and in many cases, obtain further testing to confirm or clarify the diagnosis before providing treatment.



Interview to Pursue a Clue

Yet every day, real estate agents show properties without a clue as to the prospective buyer’s circumstances, intentions or if they can even purchase a house. Buyer counseling is a method of *diagnosing* a buyer’s specific situation, their capacity to buy, their wants, needs and motivations and then offering an effective “*prescription*” or plan that provides solutions, services and strategies to resolving the buyer’s problems and addresses their concerns. **A successful buyer counseling session requires the ability to ask proper questions, to listen carefully, to analyze the information and to offer: _____,**

Counseling is a method to let someone become aware of what they _____, not necessarily what they _____

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In “D” end, a successful buyer counseling session enables a REALTOR® to:



- _____ their role and purpose of the counseling session
- _____ the wants, needs, ability and motivation of the buyer
- _____ any misinformation the buyer may have
- _____ themselves from their competition
- _____ the home buying process and the mortgage process
- _____ whether or not to represent the buyer
- _____ how to proceed

Building bridges



Building a relationship is like building a bridge between two islands. The stronger the bridge, the longer it will last and the more weight it can carry. The more strength a relationship has, the more the parties can depend on each other. Relationship marketing recognizes the value of long term associations with clients by focusing on retention and satisfaction rather than on sales transactions.

A yearning for learning



In this information age, consumers have access to more data, facts, figures and statistics than ever before, just as real estate agents do. But agents are positioned to add value to the information by providing an “*interpretation*” of material. Sharing this “*knowledge*” with consumers by getting them “*involved*” in the learning process is the basic core of *relationship marketing*. By establishing “*learning*” relationships, real estate agents provide an opportunity to build stronger, mutually beneficial opportunities for themselves and their clients. By sharing knowledge, agents strengthen their relationships by increasing **trust**, the foundation of a fiduciary relationship.

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Survey says...



Each year the National Association of REALTORS® surveys home buyers and sellers across the country to collect comprehensive data about their experiences in the housing market. Not only do these surveys provide information on demographics, characteristics and preferences, they also provide insight into the role that real estate professionals contribute in home sale transactions. For several years now, the number one response to the “benefit provided by a real estate agent” was that they “**helped (the) buyer understand the process**”.



Pure and simple

Many buyers are under the impression that the home buying process is rather straightforward with little knowledge necessary to complete a purchase: *find a house and buy it*. While the process is fairly simple, it is not easy. The complexity and volume of procedures, paperwork and potential problems can lead to confusion, conflict and controversy.



Five easy pieces

An often quoted statement says that “*The secret of getting ahead is getting started. The secret to getting started is breaking your complex overwhelming tasks into small manageable tasks and then starting on the first one.*”



The home buying process can be described using the 5 P's. They serve as the foundation for your conversation during a buyer counseling session.

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Billy T.

When someone applies for a mortgage, the lender will review information about the borrower assessing important criteria to determine whether or not to provide the loan. For mortgage lenders, the mortgage approval process is all about evaluating the **probability** or likelihood of a borrower to repay the money granted in a loan by utilizing standardized guidelines, procedures and formulas. To gauge the level of risk in determining a potential borrower's **eligibility**, the lender will examine their:

- _____ monthly income and assets
- _____ debts, financial obligations
- _____ credit history and scores
- _____ employment or other source of continuous income

ALICE G. TAIT



The mortgage application and approval process can be complex. There are many steps involved, but essentially the lender has to approve two components in each transaction: the _____ (borrower) and the _____ (collateral). The criteria for determining if a borrower is an acceptable risk can be explained using the acronym: A.L.I.C.E. A lender not only needs assurance that the borrower is qualified, but they will also need adequate documentation regarding the property that will serve as the collateral for the mortgage. That portion of the loan process can be summarized with the acronym: T.A.I.T.

A _____
 L _____
 I _____
 C _____
 E _____

T _____
 A _____
 I _____
 T _____

Always remember the
G stands for the
 _____:
the lender has the _____
so they make the _____!