



How well do you
"C" yourself?

The 7 P's to Getting the Buyer Representation Agreement Signed

presented by

Randy Tempelman



1 = Never • 2 = Rarely • 3 = Sometimes • 4 = Usually • 5 = Always

- | | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Are you _____ in your understanding of agency relationships? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Are you _____ in explaining your role and responsibilities to buyers? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you _____ get agency disclosure forms signed on a timely basis? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Are you _____ to representing buyers? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Do you feel representing buyers is _____? (_____) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Do you effectively _____ to buyers how you work? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Do you have the _____ to ask to be paid for what you do? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Do you explain to buyers how you are _____? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Do you feel _____ of explaining a buyer representation agreement? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Are you _____ that buyers benefit from a representation agreement? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Do you think it is _____ to have a buyer sign a rep agreement? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Do you _____ buyer counseling sessions? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

1. It all starts with your _____ and _____

These depend on a **positive** _____ and **appropriate** _____ (_____ and _____)



What services can you offer? _____

What tools and resources are you able to utilize? _____

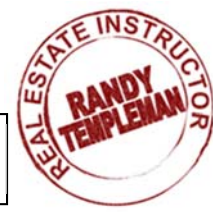
What benefits do you provide? _____

What is your point of differentiation? _____

What value do you provide to a buyer? _____

Why would a buyer work with you? _____

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2. Buyers want to understand the _____

If appropriate...



- explain the buyer counseling session
- explain agency relationships
- explain the steps to buying a home
- explain how a mortgage is obtained
- explain how the Multiple Listing Service operates
- explain how properties are viewed and shown
- explain how properties are accessed
- explain the provisions of a purchase and sale agreement
- explain how offers are written and negotiated
- explain how you are compensated
- explain how *you* work

3. What is your _____ or _____ ?

In respect to a written buyer representation agreement...



What is your _____ ? (like to do)
What is your _____ ? (usually do)
What is your _____ ? (required to do)

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6. Use proper _____ when discussing the Buyer Rep Agreement



7. It is all about getting the buyer's _____ to represent them



7. Bonus P's to getting the Buyer Representation Agreement signed

Your _____ assures loyalty, not the Buyer Representation Agreement.

Have a value _____.
_____, _____, _____

Be _____ and have _____!

