

Setting the Stage for Buyer Success

Preparing Them for Decision



Created & Presented by:



MONICA NEUBAUER

The Maverick Motivator

Monica Neubauer, ABR, CRS, Epro, GRI, RENE, SRES, SRS

Monica Neubauer

Designations: ABR, CRS, Epro, GRI, RENE, SRES, SRS
Phone: (615) 568-8384
Email: Monica@MonicaNeubauer.com
Web Site: www.MonicaNeubauer.com
www.CRDPOodcast.com



About Monica Neubauer

As a Maverick Motivator, Monica Neubauer's content driven programming is about entrepreneurial focus, intentional choices, decisive and strategic problem solving which she delivers in a highly engaging and fun format. A maverick is an independent-minded person who believes in the freedom to choose their own definition of success and Monica incorporates that philosophy in her programming as she motivates her audiences and clients to apply what they learn directly to their own business and personal lives.

Monica has traveled to 48 states and 20 countries. Because of her broad base of education and experiences, her energy and dedication is directed towards creating a highly interactive learning environment so the audience leaves wanting more. Her topics include communication, modern selling practices, negotiation, problem solving and maintaining a healthy life balance throughout.

Monica Neubauer is a practicing and award-winning REALTOR® which continually allows her to provide relevant and current information in her educational programs. She has earned multiple real estate certifications, hosts the Center for REALTOR® Development Podcast for the National Association of REALTORS® and has been a contributor to REALTOR® Magazine, The Residential Specialist Magazine, The Tennessean Newspaper and various state publications. She is known for her ability to facilitate in-depth open conversations with industry leaders and being a contributor to updating national level curriculum for designation and/or certification coursework.

Monica Neubauer's personal mission is to live life "Funtentionally" – always paying attention to what is and isn't working and making the necessary changes for a successful life. She encourages people she connects with to acknowledge where they are, where they want to be and to make intentional choices about their use of time, money and relationships.

Copyright © 2020, Monica Neubauer – All rights reserved, No part(s) of this handout may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any informational storage or retrieval system--except by a reviewer who may quote brief passages in a review to be printed in a magazine or newspaper--without permission in writing from the author.

Although the author has exhaustively researched all sources to ensure the accuracy and completeness of the information contained in this book, we assume no responsibility for errors, inaccuracies, omissions or any inconsistency herein. Any slights of people or organizations are unintentional. Readers should consult an attorney or accountant for specific applications to their individual business or tax concerns.

The author hereby states that this information is provided for educational purposes only and that the author is not an attorney. As with all contractual issues, consult with an attorney or other competent professional before proceeding with a legal action. The wording contained in this handout is provided as a starting place and is not necessarily designed to be used verbatim.

Printed in the United States of America.
Monica Neubauer
Monica@MonicaNeubauer.com

4 Stages of the Buyer Process

Making the Appointment – Where will you meet the buyer?

Pre-Qualifying the Buyer

Is this someone you want to work with?

- Do you own your home?
- When was the last time you bought or sold a house?
- How was that experience?
- Tell me how you have been researching real estate in this area during your search?

Will you be paying cash or do you need financing?

The Consultation – What do they want and what do they need?

The 5 Must Haves – What are they and are all parties in agreement?

Agency Law and Buyers Representation Agreement

Give them an overview of the Buying Process

Do you have a packet of information to give them?

What will you include in your Packet?

Plan for the next appointment

Are you ready to look at houses? Where is the Inventory? Where will you look for houses?

- MLS
- Zillow
- New Construction
- For Sale by Owner
- Write Notes
- Call Agents – New Construction, in your Firm, Who list in that neighborhood

Suggestions for Successful Showings

- How many at a time, timing, showing windows
- What to take with you to the showing
 - MLS Sheet, CRS Tax Sheet, Additional Provided information, CMA
- Call the agent ahead of time
- Know Comparables/Competition
- Hidden gem information about the house or the area
- Suggest they choose favorite houses as they go – teach them to decide.

Offer Strategies

- Relationship!!
- Ask about favorable terms to the seller
- Why is the seller moving
- Make sure your offer is complete with all documentation – Make it Signable!
- Do the CMA!
- How strong is their lending package? PMI? Increased rate for covering closing costs?
- What other options do they have?
- What is it truly worth to them?
- Do you want to offer on it or buy it?
- Price isn't the only factor
- Response Times

What else can you still do?

Buyer Name _____

Date of Consultation _____

Buyer's Name(s) _____

Current Address _____

Phone _____

Email _____

Start with a general overview of their situation. Tell me about yourselves, where you are coming from and what you need here.

General Overview

What kind of house would you like? (Overview)

When do you want to move into your new home? (Timing)

Have you purchased a house before? (Gauge their experience level)

What kind of house do you live in now?

What do you like about it?

What don't you like about it?

What Price range are you looking in?

Are you going to be paying cash or can I help you arrange financing?

Household Questions:

How many people are going to be living in your house? Who are you and what are their names?

Does your new home need to accommodate anyone with special needs?

Do you have pets? What type? What are their names?

Location and Lifestyle:

Where will you be working? How long of a commute is reasonable? Is that important to you?

What else about location is important to you? Restaurants? Schools? Riding horses on property?

Are there any neighborhoods you are already familiar with that you like? Perhaps you can describe an ideal setting.

How do you live in their house? What rooms do you spend the most time in?

Do you need a home office? Where can it be?

Is outdoor space important? Do you garden?

What locations have you considered? Where do you prefer to live?

House Features:

What style of home would you like to have? Discuss local styles that might fit what you describe.

What size yard? (What size is a big yard?)

Pool?

Garage?

Workshop?

Age of home?

Willingness to do some work on the house?

Discuss resales vs. new construction

How many bedrooms?

Living spaces?

Bathrooms?

How many stories?

What interior style is important? Open? Split Bedrooms? Owner's suite down?

Any other house features that we have not discussed that are important?

What are your 5 "Must Haves"?