

NXT LEVEL AGENT

FIVE BUYER COMMANDMENTS

1. **Never meet a buyer unprepared.** DO NOT drop everything to run out and show a home.

Exception. If this is your listing and you've had time to prepare and you can show your value go ahead and show it. See commandment four regarding showing value.

2. **Always get complete contact information.** Sounds simple and it is, here is your script. *"I'd be happy to help. Let me start by getting a little information from you."* practice this dialogue 5-10 times.

3. **Neutral ground meeting.** If this is someone you've been talking to who plans to work with you then this should be your first meeting. Remember; don't underestimate their eagerness to go look at houses. Do your best to get them into homes that very same day if possible.

Exception. Don't loose a lead because they won't meet with you at your office first. Show them the home and before you show them homes a second time require them to have the "neutral ground meeting."

Script. When people won't meet you at the office after the first time showing them property consider saying this. *"Guys if you'd like to continue working with me I've got to have a meeting with you to go over my process. My buyers love my services because I make sure we're all on the same page. If you don't want to do that I can probably refer you to an agent who works on a less exclusive basis."*

4. **Show value.** This is what it means to be prepared as mentioned in Commandment one. When showing property you need to be prepared with at least the following 3 tools.

Market knowledge. You've got to be an expert and you're going to have to do additional research. This is what separates good agents from great ones.

Here are some examples:

- most recent 3 sales in that neighborhood
- one higher priced and one lower priced available listing
- other information pertinent to your clients needs
- Price changes and sales history for each listing you show
- Total number of homes in the subject neighborhood or area, this gives the buyer a sense of the size or the neighborhood

Expert opinion. Don't fall into the "Parrot Trap," you need to have an expert opinion about each home you show. Know the history of the listing. Make notes from your search. Know the benefits and drawbacks of each property.

Insider Trading. This means finding useful information about homes and even the home owners. Gather information from the neighbors, other agents, or people whom you know that live in the area.

5. Get an agreement. Always follow your supervising broker and local laws regarding exclusive agreements. Remember, you expect the professionals you work with to provide you with an agreement and your clients do to. If you feel more comfortable put in a cancelation clause (again follow legal and supervisory recommendations). This is not because you plan to sue someone for a commission, this agreement lets your clients know you're a professional and will earn you their respect.

