

Buyer Appointment Script

Good morning/afternoon, thank you for calling The Loken Group, *YOUR REAL ESTATE SOLUTION*, this is _____ . Who do I have the pleasure of speaking with?

Great, and just in case we get disconnected, what is the best contact # to reach you? Ok great, thank you! I'm going to ask you a few questions to determine how I can best serve you today! Now tell me,

- 1) Are you interested in buying a home?
- 2) Are you currently working with another Realtor to assist you in your home search?
 - If yes: Oh, ok. Have you signed a Buyer Representation Agreement with them?
 - *If yes, provide them w/ the public information they need and let them know in the event circumstances change we are happy to be their real estate solution.*
 - *If no, tell them our UVP and why they should be working with our buyer agents. (Also, if they are having to call us to get information, isn't it time to find a realtor who will do the legwork for them?)*
 - If no: Wonderful. We have some fantastic agents here who are experienced in helping buyers like you to purchase a great home.
- 3) Great! Ideally, when are you looking to move into a new home?
 - *In the next 30-45 days – "A" buyer*
 - *Proceed in setting Buyer Consultation*
 - *In the next 45-60 days – "B" buyer*
 - *Add to Infusionsoft - Buyers Weekly Call Schedule Campaigns*
 - *Over 60 days – "C" buyer*
 - *Add to Infusionsoft*
- 4) I'm just curious, what are you looking for in your next home that's not in your current home?
- 5) Have you been prequalified yet for a loan?
 - *If yes, move to Q5*
 - *If no, ask: Are you currently working with a mortgage company to get prequalified?*
 - *If no: Not a problem, I am happy to provide you the contact information of one of our preferred lenders who can help you today. What is the best email address I can send this information to? (move to Q6)*

**Benefits to prequalification –*

- *Buyers will know their buying power and the price range of homes they can afford.*
- *Buyers can confidently make an offer on a property same day.*
- *Sellers will only consider offers from serious buyers who have been preapproved and can show they are financially capable to purchase the home.*

- 6) Perfect. What amount have you been prequalified for?
- 7) And what is the price range you would like to stay within? *(may vary from the amt they are prequal'd)*

- 8) What are the most important features to you in your next home?
- Location (where do they want to live?)*
 - School district (are they looking to be in a certain school district?)*
 - Size of home (do they want to be in a larger or smaller home?)*
 - Number of bedrooms and baths needed (minimum)*
 - Other*
- 9) What other features are important to you?
- One story or two story, townhome, etc*
 - Style (Traditional, modern, etc)*
 - Private swimming pool?*
 - Master planned community?*
 - New home or resale?*
 - On the golf course, water view, etc.?*
 - Other?*
- 10) Perfect. And will you need to sell your home first before you move? (*Determine whether they are ready now or need to sell home first*)
- *If yes: Great. And is your home currently on the market?*
 - *If yes: Perfect. Just so we can understand timing better, what did your realtor tell you would be the anticipated date for selling your home?*
 - *If no: Ok. Are you currently working with a realtor to get your home sold?*
 - *If no: Ok great not a problem! Since you will need to sell your home first, let's set up time with one of our listing agents to discuss how they can get your home sold. Do mornings or afternoons work best for you? (go through Prelisting Questions)*
 - *If no: (If they haven't told you already they live in an apartment, at home or have already sold their home, find out their situation)*
 - Are you currently leasing?
 - When does the lease expire?
 - Once we find your home, will you be able to move in within 30 days of making an offer?
- 11) Excellent. We would like to have you come into our office for a consultation so we can discuss all of your home needs. Would (day) at (time) work for you?
- 12) Perfect. And what is your email address so I can send you a confirmation of this meeting?
- 13) When you meet with (buyer specialist), if what they say makes sense and you feel comfortable and confident that he/she and our team can help you find the perfect home, are you planning on hiring him/her to professionally represent your best interest? (If no, why not?)
- 14) Great. We look forward to seeing you on (date) at (time) at our office at 5870 Highway 6 North. I will email you a confirmation of your appointment shortly after we hang up, and will also provide you with our contact information in case you have any questions in the meantime. Thank you for letting us be your real estate solution!

**If they are unable or unwilling to come to our office, schedule the consultation at the home they'd like to view.*