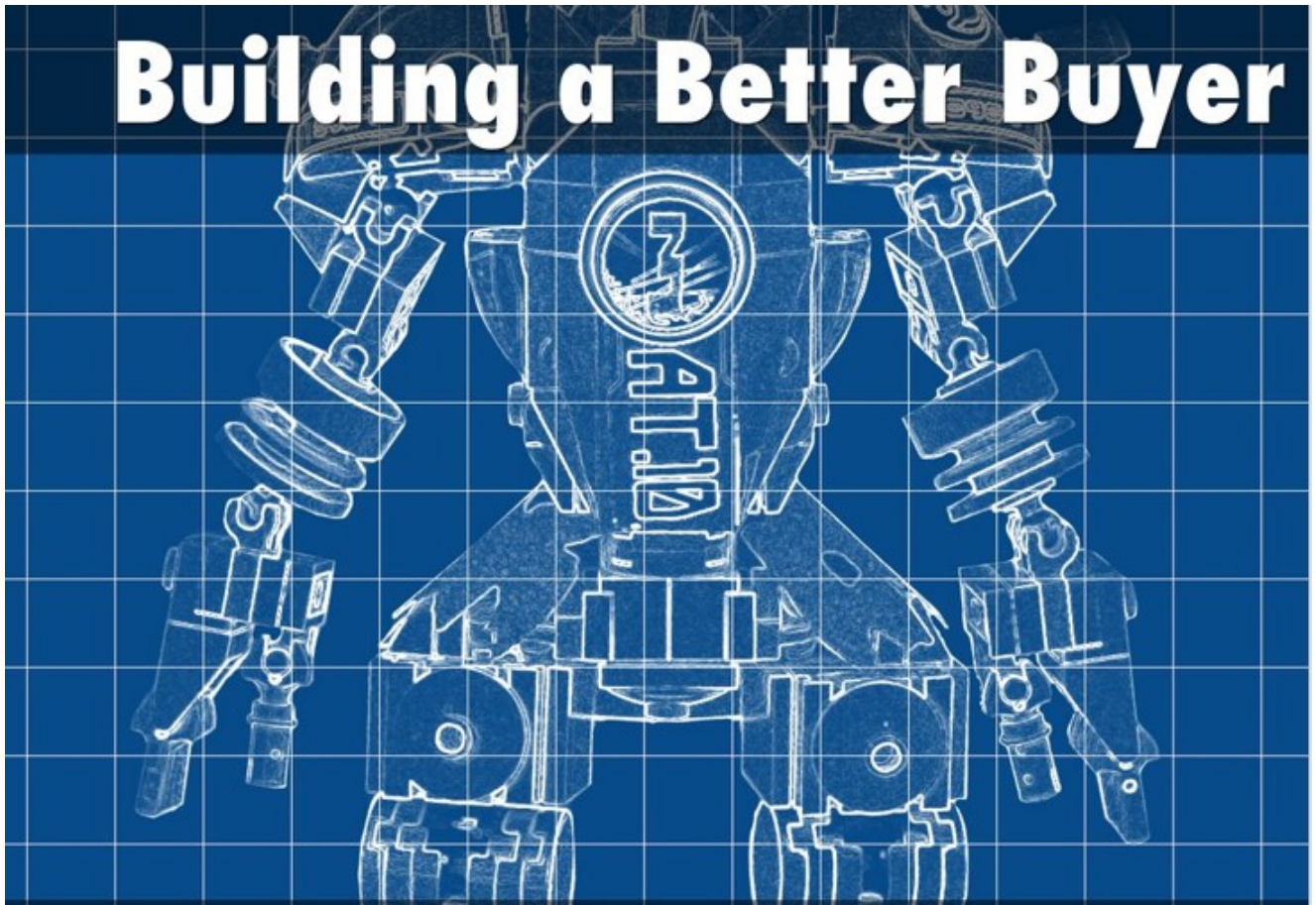


Building a Better Buyer



The Keys to a Successful Sale

Sean Carpenter

5 Reasons to Utilize a BCS:

-
-
-
-
-

THE BASIC COMPONENTS INCLUDE...

- The Buyer _____
- The Home Buying _____ - _____
- The Home Buyers _____ Packet
- _____
- The _____ system and your _____

SETTING UP THE APPOINTMENT

FACT: You are not going to sell anything over the telephone, so you need to get the customers in for a meeting.

How do you ask someone to meet you for a Buyer Counseling Session?

- 1.
- 2.
- 3.

Remember...they must perceive some sort of value for your services that you can provide!

WHERE TO HOLD THE BUYER COUNSELING SESSION

WHY THE OFFICE MAKES MORE SENSE

-
-
-
-

NEXT STEPS...

- _____ a _____
- _____ your guests
- Offer _____?
- _____ Talk _____
- Gain _____:

“Let me _____ to you what we _____.”

UTILIZING A BUYER PROFILE SHEET

- Determines _____ vs. _____
- Helps discover who is _____
- Uncovers _____ or _____
- _____
- _____ legal forms and paperwork which might “scare off” client
- Most importantly, allow you to _____ with the clients

THE HOME BUYING FLOW CHART

READY TO GET STARTED? THE HOME BUYER COMPLIANCE PACKET

NARROWING THE FOCUS