

STEPS 1 AND 2

Build Rapport: FORD - Family, Occupation, Recreation and Dreams;
ASK: How did you get my name; etc. - source

If it is all right with you, I would like to ask you a few questions and then set up a time for us to get together. These questions are to help me prepare for our meeting and should take about 10 minutes. Is this an okay time with you?

ASK: Have you signed any paperwork or looked at property with any other Realtor®. Ask more questions if yes. If yes; do you have a copy of what you signed?

Name: _____

Mailing Address: _____

Phone: _____

Email: _____

3. PRIOR LEARNING QUESTIONS

Where are you living now? _____

Do you own your current home? _____

How long have you owned it? _____

Tell me a little bit about it. _____

About how many homes have you owned in your lifetime? _____

When you purchased your current home, what was the process you used to find that home? _____

How long did it take to find the home? _____

What did you like or dislike about the process? _____

What are you looking for in a Realtor®? _____

4. BUYER'S PACKET

I've put together some helpful information to guide you through the home buying process in this area. This will give you a clear understanding of what to expect as we move forward.

Once I ask a few more questions to better understand your goals and needs, we will review the current market and walk through the costs of buying a home tailored to your situation.

5. SCALE OF 1 - 10

On a scale of 1-10 (1 being not ready at all and 10 being ready to buy today) how would you rate yourself in terms of being prepared to purchase a home? _____

What would have to happen for you to be at 10? _____

What is your biggest fear about buying? _____

If you could wave a magic wand and have this purchase go just the way you want it, what would that look like?

Is there anyone else assisting you with this purchase? _____

6. WHAT & WHY EXERCISE FEATURES AND BENEFITS

ASK each customer what they want in their new home. Then have them tell you what they can't live without.

Must haves:	Person A	Person B	Person C
Price Range			
Bedrooms			
Baths	_____	_____	_____
Garage			
Fence	_____	_____	_____
Age			
Area	_____	_____	_____
School Area	_____	_____	_____

7. CASH? LOAN?

Will you be selling your current home? _____

Will you be paying cash for this home, or will you be getting a loan? _____

If getting a loan: Do you have a loan arranged? Do you have a lender? _____

Would it be a benefit to get a second opinion from another lender? _____

Discuss the 1% - 10% rule.

(A one percent increase in interest rates equals a 10% drop in buying power in order to keep the same payment.)

8. IF WE FIND IT...WHAT WILL YOU DO?

Next steps: Repeat their situation and must haves. If in person, prepare an Estimated Cost Sheet, BBA and set expectations. If on the phone say: "I have enough information for us to get started." ASK for an appointment