

NEW Buyer Scripting, Objections, & Best Practices



THE
SCOFIELD
GROUP



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As a real estate advisor/agent, it is your responsibility to educate your client. If you just sit back and let them believe whatever they want, they will likely not decide to buy or invest in a house. You must have confidence in how you speak to your buyer clients and use your Buyer Consult Guides, Welcome Kits, and Pitch Books (Evidence DEFEATS disbelief) to handle their objections before they come up. You must believe these facts and really understand the impact it will have on your client's future. The buyer scripts you use are more important than ever.

PHONE SCRIPT - BUYER INITIAL LEAD CALL

Rapport building during the call has never been more important since you are going to be referencing the new rule change to sign a written agreement later in the conversation.

I'm really looking forward to meeting you at the property at _____(Location and Time).

Also, It's important to know that Nevada requires all Realtor's to have a written agreement in place before showing a property.

To satisfy this rule while making potential buyers comfortable, we engage in a simple 1-page buyer agency agreement that may be cancelled at any time. During this period, I will showcase my value and offer top-notch concierge level services in an effort to earn both your business and trust.

I always operate transparently and wanted to be forthright with this most recent requirement. I am really looking forward to meeting you at the property and excited to share additional insights on the value I bring. I will also e-mail you an electronic copy of my Buyer's Guide that provides great context for the home buying process. See you ____ (Day/Time)

IN-PERSON SCRIPT - BUYER INITIAL SHOWING

Hi ___(Lead Name)____. Pleasure to meet you. I'm___(Agent Name)____ with the Scofield Group. Thanks so much for meeting!

DO SOME MAJOR RAPPORT BUILDING HERE. BEFORE GETTING INTO THE SIGNED AGREEMENT REQUIREMENT. (Remember to Make Them Feel Important)

As mentioned on the phone, Nevada requires Realtor's to have a written agreement in place before showing any property. To satisfy this rule and make buyers comfortable, we engage in a buyer agency agreement you may cancel at any time. I will prove my value and offer unparalleled concierge services to earn your business and trust.

This document satisfies the criteria of the new rule. I will now have a fiduciary duty to exclusively safeguard your interest. It formalizes our relationship and can be cancelled at any time. We would just represent you on the homes we showed you up to the date of cancellation.

- In terms of compensation... Historically, I have been very successful at negotiating my 3% compensation from sellers. In circumstances where the seller is unwilling, we can just find an alternate property or you would be responsible for the fee at closing.*
- If you don't have any questions – I just need your signatures in the designated spots and we can start touring the house.*

I sent you an electronic copy of my Buyer's Guide after our initial call. This guide discusses in great detail the intricacies of the buying process as well as the comprehensive list of services I provide to safeguard your interests and make the process as simple as possible.

Let's get to what you really want --- Let's tour this house!

POSSIBLE OBJECTIONS

+ Not interested -- I will work directly with the listing agent.

I'm curious why you feel that is the best possible way to purchase a home?

The listing agent has a fiduciary duty to the seller. They are being paid to negotiate the highest possible price and net for the seller. Where does that leave you? Additionally, the listing agent can use the information you share against you in a negotiation. (insert a story) It's no different when a divorcing couple retains separate counsel. Too many conflicts of interest. Now more than ever – many listing firms are offering exclusive representation of the Seller's interest. That puts unrepresented buyers in a very vulnerable and exposed position.

(Note: The Listing agent WILL REQUIRE AGENCY TO SHOW YOU AS WELL so there is no benefit.)

+ Why can't I just sign a touring agreement?

Great question... Touring agreements don't hold real estate agents to a higher fiduciary standard. We as a firm want to set the highest standard of conduct. Our agreement specifically agrees that every action we take will be in your best interest.

+ I don't want to sign any Agreement to tour a property? Why Do I have to sign anything?

No problem... I understand the hesitancy since we just met. However, real estate rules now require all Realtors to have a signed buyer agreement before touring a property. To alleviate your concerns about being locked into an agreement with a stranger – our firm has a cancel at any time policy. I hope to earn your trust. However, if at any time, you feel we're not a good fit you can cancel the buyer agreement. (If necessary --- you can make agreement valid for 1-day)

+ Can I sign a shorter term than 6-months?

Appreciate you asking that question... I know it's odd considering we just met 5-minutes ago. We do the 6-month term to prevent having to re-sign the same document over and over again and offer the "Cancel at any time" to let you know we're not trying to pull something shady.

IF THEY ARE UNCOMFORTABLE with 6-moths. Offer 3-month, 1-month, or two-week durations to earn their business.

BEST PRACTICES

- CONFIDENCE is KING. How a script is delivered and executed is most important. Always implement with an assumptive close. State the script confidently as what you are suggesting is standard operating process.
- RAPPORT BUILDING has never been more important.
- GIVE a Branded Gift at each new client showing. Leave them with a small memento to remember you by. Think something they can use in daily.
- We still expect agents to meet any prospect at a property to build a relationship and value, even if the initial house you are going to doesn't offer BA compensation. (You can always write an offer and request it to be paid and also remember the 1st house we show is rarely the house a client buys.)
- You still show every property whether you know compensation or NOT. Don't stress about it. Make Offer Contingent on it.
- Some Listing Agents are not going to mention any BA comp and tell you "Submit all seller concessions and Comp agreements with offer." That's OK.
- DON'T FEEL PRESSURE TO SHOW – AND SNEAK IN THINKING NO ONE WILL KNOW. MUST HAVE AGENCY ALWAYS. MLS is spot checking and issuing FINES.
- Open houses will become very popular for someone wanting to see a house WHERE NO AGENCY Contract has to be in Place.