



The Mike Ferry  
Organization

# BUYER EFFICIENCY SCRIPTS & WORKBOOK

## Standards For The Buyers You Work With

1. Work only with AAA buyers, sellers who have sold and need to buy, past clients and sphere of influence, direct referrals.
2. Work only with buyers who have to buy now, high level of motivation.
3. Work only with buyers who are pre-qualified/pre –approved.
4. Work only with buyers who are receptive and cooperative.
5. Work only with buyers who are realistic in their expectations.
6. Work only with buyers who are shopping in the area you service.
7. Work only with buyers who are willing to commit to work with you exclusively.

**Examine your existing leads!!!!**  
**Do they meet these standards?**

## Prospecting For Buyers

***“There are more people you don’t know, than people you know ... call some of them” -Mike Ferry***

1. Past Clients and Sphere of Influence (SOI) - they know you, they like you, they will help.
2. Sign, Ad calls and 1-800 captured numbers
3. Tenants who occupy houses that are currently listed for sale ... they have to move anyway
4. Just Listed /Just Sold Calling or Knocking - Hot Buyer For Your Area
5. Open houses
6. Home buyer seminars
7. Buyer referrals from other agents
8. Social groups/charities/community functions
9. Relocation accounts
10. Internet
11. Ask existing buyers, who are actively shopping or pending, for referrals from their friends and family
12. Ask vendors and affiliates for referrals

# How To Role Play Effectively & How To Learn Scripts

## How to Role Play Effectively:

1. Stand up while role playing
2. Always smile, smile, smile!
3. Be enthusiastic
4. Arms in ready position
5. Positive role play manner
6. Follow scripts verbatim

## How to Learn Scripts:

1. Read out loud as fast as you can
2. Chant as a group line by line
3. Body and tonality movement
4. Role play with instructor as a group
5. Role play with a partner

## MFO Hot Buyer for Your Area Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_

...I'm working with a buyer who is interested in buying a home...like yours...and I was wondering...who do you know in your neighborhood...whose been thinking about moving? (x) Terrific!

1. What would be the best way for me to contact them, regarding the purchase of this home...phone...fax...or email?
2. May I use your name...when I give them a call?
3. And their name and number is?
4. Would you like me to follow up with you...to let you know what happens?  
I really appreciate you taking the time to think about it...tell me...
5. When do you plan on moving? (Never) Terrific!
6. How long have you lived at this address? (10 years) Great!
7. Where did you move from? (LA) Good for you!
8. How did you happen to pick this area? (Job Transfer) Excellent!
9. If you were to move...where would you go next? (Back to LA) That's exciting!
10. And when would that be? (3 months) Fantastic!

11. Obviously...you realize it could take 1-3 months in this market to get a home sold...did you know that? (No) Terrific!
12. So...my question is...do you have to be sold in 1 month...or...do you want to start selling at that time? (sold) Wonderful!
13. Fortunately...to get you one step closer to LA...all we need to do now...is simply set an appointment...so I can help you get what you want ... in the time you want...won't that be great? Fantastic!
14. Which would be better for you...Monday or Tuesday at 4:00 p.m.?

## Just Listed Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_ I  
(my company) just listed a home for sale over on \_\_\_\_\_  
\_\_\_\_\_... it has \_\_\_\_\_ bedrooms and \_\_\_\_\_ baths...and  
it's listed at \$299,900...

And I was wondering...whom do you know that would like to move into our area? (No  
one) Fantastic!

(If the prospect knows someone)

1. Great...what would be the best way for me to contact them, regarding the purchase  
of this home...phone...fax...or email? Great!
2. May I use your name...when I give them a call?
3. And their name and number is?
4. Would you like me to follow up with you...to let you know what happens?  
I appreciate you taking the time to think about it...tell me...
  1. When do you plan on moving? (Never) Terrific!
  2. How long have you lived at this address? (10 years) Great!
  3. Where did you move from? (LA) Good for you!

4. How did you happen to pick this area? (Job Transfer) Excellent!
5. If you were to move...where would you go next? (Back to LA) That's exciting!
6. And when would that be? (3 months) Fantastic!
7. Obviously...you realize it could take 1-3 months in this market to get a home sold...did you know that? (No) Terrific!
8. So...my question is...do you have to be sold in 1 month...or...do you want to start selling at that time? (sold) Wonderful!
9. Fortunately...to get you one step closer to LA...all we need to do now...is simply set an appointment...so I can help you get what you want in the time you want... won't that be great? Fantastic!
10. Which would be better for you...Monday or Tuesday at 4:00 p.m.?



## MFO The Referral Buyer Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_...and I was speaking with \_\_\_\_\_(name)...about a few properties we have for sale...and they mentioned to me...that you were interested in buying a home...is that correct? Great!

1. How long have you been looking? (x) Wonderful!
2. How soon do you have to be moved into your new home? (x) Good for you!
3. (Name), will you need to sell an existing home...to buy the next one? (x) Terrific!
4. Have you seen any homes you are interested in? (x) Great!
5. Are you working with any other agents? Interesting/Perfect!
6. Describe the home you would like to buy (bedrooms, baths, square footage, etc).
7. What price range are you in? (x) Perfect!

8. How much of a down payment are you working with? (x) Excellent!
9. Have you met with a mortgage broker? (x) Great!
10. Tell me...why did you decide to buy a home? (x) Good for you/Ouch!
11. I'd love to help you...buy a home...are you aware it could take 1-2 months in this market to buy a home...and move in? (x) Great!
12. So...my question is...do you have to be in your new home in (time)...or do you want to start the process then? (x) Wonderful!
13. Fortunately... to get you one step closer to (location)...all we need to do now...  
is  
simply...set an appointment...so I can help you...get what you want...in the  
time you want...won't that be great?
14. What would be the best time for us to get together...and start the process...?

## The Center of Influence- Or Past Client Script

(You are calling people you know!)

1. Hi, this is \_\_\_\_\_. This is a business call...do you have a minute for me?
2. Who do you know...that would like to buy or sell real estate in the next 7-10 days?
3. Can you think of anyone...in your (church group, family, neighborhood or office) that may need my services at this time? (x) Great!
4. Would you mind if I gave them a call?
5. By the way...when do you plan on moving? (x) Terrific!

## Vendor/Affiliate Prospecting Script

Hi, (vendor)

This is \_\_\_\_\_ from \_\_\_\_\_

The reason for my call today is to discuss with you how we can help each other grow our businesses. Do you have a minute? Great!

You know, we are both in a business where we need new customers daily to survive. I know that I have referred you business in the past, but am sure I can do even more if I try.

I need however, to ask you to do the same for me. Would you be willing to work hard also to refer me at least one customer per month?

(I work with many agents and they would get mad)

I can appreciate that and yet I am not asking for all of your referrals only one per month, fair enough? Terrific!

Let's start today who do you know that might need to buy or sell in the next 7-10 days?

What about someone at church, your office, your kid's school?

Thanks for thinking about it...I will send you a few of my cards please send me a few of yours. I will call you the first of each month just to remind us to keep working on this together.

Will you please call me as soon as you know of someone I should contact? Excellent!

**Note:** Set a reminder to call them the first Monday of each month, after 90 days if you have not received a referral, maybe you need a new vendor?

## Tenant Occupied Prospecting Script

Hi, my name is \_\_\_\_\_ from \_\_\_\_\_

I know that the house you are renting on \_\_\_\_\_  
\_\_\_\_\_ is up for sale, obviously you will need to move soon.

I was wondering ....when do you plan on buying a home of your own? (You're not)

Great!

1. Tell me ... how long have you lived at this address? (5 years) Terrific!

2. If you were to buy in the future where would you like to live? (Same area)

Excellent!

3. Were you aware that with today's low interest rates, combined with the mortgage interest deduction you could possibly buy for about what you are paying currently for rent?

4. Would you like to speak to a lender who specializes in assisting buyers in your situation? When can I have them call you?
5. Can you tell me a little bit about what you would like to buy.
6. How much of your savings would you want to invest?
7. Are there any credit issues or challenges you might need help cleaning up?
8. Is there anything that would stop you from buying a home? Perfect!
9. Are you at all interested in purchasing the property you are living in?
10. Have you been out looking at property at all?
11. Are you currently working with an agent?
12. Let's get together at my office either today at \_\_\_\_\_ or tomorrow at \_\_\_\_\_ to get the process started...which one would be better?

## Prospect Current Client Script

(Ask at the first consultation after you obtain their commitment to work with you)

You know \_\_\_\_\_, I am going to do such a great job for you!

I want you to be so delighted with my services, that you use me again and again, and tell all of your friends and family about me.

Is there anyone you know today who might need my help buying or selling a property?

Great!

Would you keep me in mind, and if you find someone, would you give them my card and call me and give me their name? Terrific!

Would it be ok if I ask you again, during the time that we are working together, to find your home? Excellent!



## Quick Tips For Converting Sign & Ad Callers To Appointments

1. Approach the call with energy and enthusiasm; build rapport by asking questions about things that are important to them.
2. Don't give out too much information too fast, or they will rule the property out and hang up....give a little information, then ask a question. Keep it conversational, not interrogational.
3. Preview property daily, this will give you product knowledge and switch properties to talk to them about.
4. Close for an appointment, as soon as possible, during the call.
5. Get them to the office ASAP! Each day that goes by they are less likely to show up.
6. Make sure to ask if there are any other properties they want you to research for them.
7. Sell them on the benefits they will get when they keep the appointment.

## MFO Setting The Buyer Appointment Script:

1. How long have you been looking for a home? (x) Wonderful!
2. How soon do you have to be moved into your new home? (x) Good for you!
3. (Name), will you need to sell an existing home...to buy the next one? (x) Terrific!
4. Have you seen any homes you're interested in? (x) Great!
5. Are you working with any other agents? (x) Interesting/Perfect!
6. What price range are you looking in? (x) Prefect!
7. How much of a down payment are you working with? (x) Excellent!
8. I'd love to help you...buy a home... are you aware it could take 1 to 2 months in this market to buy a home...and move in? (x) Great!

9. So...my question is...do you have to be in your new home in (time)...or do you want to start the process then? (x) Wonderful!
10. Fortunately...to get you one step closer to (location)...all we need to do now...is simply...set an appointment...so I can help you...get what you want...in the time you want...won't that be great?
11. What would be the best time for us to get together...and start the process...  
\_\_\_\_\_ or \_\_\_\_\_?

## Confirming The Appointment To Show:

Hi, I'm looking for \_\_\_\_\_...Hi \_\_\_\_\_ this is \_\_\_\_\_...I'm calling to confirm our appointment on \_\_\_\_\_...does that time still work for you? Great! Before we meet...there are a couple of questions I need to ask you...okay? Terrific!

1. If I find you the right house...and you feel comfortable and confident...that it's the right property...do you plan to...use me...to purchase your new home? (x) Great!
2. You said you've been looking for \_\_\_\_\_ months/days/weeks...right?
3. You'd like to be moved into your new home by \_\_\_\_\_...correct?
4. And...your price range is?
5. Tell me again...how much of a down payment are you working with?
6. Describe the house you would like to buy.

7. What area are you most interested in?
8. Tell me again...why are you buying a new home?
9. How soon would you like to be in your new home?
10. How would you rate your motivation to move on a scale from 1-10?
11. Have you spoken with a mortgage broker? (x) Great!  
If Yes ... get lender information and try to set them up for a 2<sup>nd</sup> opinion with your preferred lender.

## The 11 Most Common Questions Asked During Sign & Ad Calls:

**Note:** Be sure to follow each question with the “Setting the Buyer Appointment Script”

1. “Where is the property located?”

The property is located in the general area of \_\_\_\_\_...

Are you familiar with this area? (x) Wonderful! Is this the area you would like to move to? (x) Great!

2. “Could you give me the exact address?”

I understand that you want the address...and one of the conditions of the contract with the seller is that we accompany each person to the home. Before we meet...there are a couple of real important questions I need to ask you...

3. “I’ll just meet you at the property.”

That would be great...and fortunately, our office is not too far from the home. To avoid the possibility of us missing one another...can you come in at \_\_\_\_\_ or would \_\_\_\_\_ be better for you? (x) Terrific!

***Before we meet...there are a couple of real important questions I need to ask you...***

4. "How close are the schools?"

Great question...I'd be happy to show you the exact location of the schools.

By the way, how old are your children? (Restate ages) Great! (Name), we can measure the exact distances when we see the home...okay?

Before we meet...there are a couple of real important questions I need to ask you...

5. "How far are the shopping centers?"

Great question...I'd be happy to show you the exact location of the shopping. By the way, do you prefer to drive or walk to shopping? (x) Great! (Name), we can measure the exact distances when we see the home...okay?

Before we meet...there are a couple of real important questions I need to ask you...

6. "We would like to just drive by the property."

(Name)...that's a good idea...it's always a good idea to see the exterior of the home, as well as the neighborhood. What time do you plan to drive by? (x)

Terrific! Fortunately, our office is not too far from the home. To avoid the

possibility of us missing one another...can you come in at \_\_\_\_\_ or would \_\_\_\_\_ be better for you? (x) Great! Before we meet...there are a couple of real important questions I need to ask you...

7. "What are the taxes on that home?"

Great question...I think you'll find the taxes are proportionate to the price of the home. What price range of homes are you looking for? (x) Great!

8. "What down payment is necessary?"

The sellers are open to many types of financial offers...how much money are you working with? (X) Terrific!

9. "Are there any children in the area?"

Great question...and I think it would be tough to find an area that didn't have some children...Tell me, (name), what kind of neighborhood are you looking for? (x) Great!

10. What is the price on that home?"

It's listed at \$\_\_\_\_\_...what price range are you considering? (x)

Excellent!



11. “Will they sell the home FHA or VA?”

Most sellers are open to several financing options...how much money are you working with? (x) Great!

## Scripts:

### **Create Urgency On The Phone & Set Expectations:**

(Use this script on the phone or in person, with the 1<sup>st</sup> meeting/conversation, after booking an appointment)

“(Name), I will look forward to meeting you tomorrow at 3:00 p.m. Before I let you go, can I share a few thoughts with you about what’s happening in our market right now? Great!

### **Hot Market:**

“The market right now, as you have probably heard is really hot. There is actually very little inventory and when a good property comes on the market it sells almost immediately! So, what you need to be prepared to do is act quickly when we find a home you love.”

Let me ask you a question ... If we find the perfect home when we get together tomorrow at 3:00, is there anything that would stop you from making an offer? Terrific... then (Name)...you need to bring your checkbook, with enough money in it to make a deposit...just in case.

### **Slow Market/Lots Of Inventory:**

“As you have probably heard, or noticed, the market has changed a little and there are a lot of properties currently for sale...you know, there’s also an awful lot of junk on the market that’s just not selling. However, (Name), even in this market there is still a small percentage of great quality homes for sale.

And (Name), I know you are looking for a great home right? So, what that means is that you will be competing with other sophisticated buyers for the really terrific properties!

This means that if we see a great home, you need to be prepared to act quickly and make a good competitive offer.

Let me ask you something...if we find the perfect home, when we get together tomorrow at 3:00, is there anything that would stop you from making an offer? Terrific... then (Name)...you need to bring your checkbook, with enough money in it to make a

**Note:** If they say, “we might need to think it over”, isolate this objection and make sure that there are no others.

“Other than the fact that you might need to think it over, would there be anything else that would stop you?”

### **Create Expectations Of Finding A Home Quickly:**

“(Name), since the greatest properties sell so quickly, as we shop for your home, it may be necessary for me to reach you at a moments notice...what are the best numbers to reach you? Also, you will probably want to let your boss know that you are shopping for a home and may need to leave work early, or take a longer lunch, to see a great home.”

“This shouldn’t inconvenience you for long, since I find most of my buyers a home in the first week or two. Won’t that be great?”

### **Convince To Pre-Qualify:**

“(Name), can I ask you a question? Have you been formally pre-qualified by a lender?”  
If no...

“Terrific, then what we need to do is get you together either by phone or in person with a lender I work with. There is no obligation to use him if you are not satisfied. I work with him so often that I know I can trust him to really tell you the truth about what you qualify for. Also, he usually has great tips on the hottest loan programs on the market. When can he call you?”

**Objection:**

**Client:** “Why don’t we do that after we meet with you?”

**Agent:** “That’s a thought, and yet here’s something, if you talk with him first then that insures that I don’t run properties that are not right for you. Also having a formal pre-qualification gives us a better edge when negotiating. I can have him call you tonight, what time would be good?”

**Objection:**

**Client:** “We have our own lender”

**Agent:** “I can appreciate that. Do you have a written pre-qualification and/or approval letter? What is their name and number? Can you call and tell them I will be calling and will need their cooperation?”

“Also, in something as important as your mortgage, don’t you owe it to yourself to get a second opinion? Great, let me do this then, I will have the lender I work with and trust contact you to give you a second opinion. Once you’ve talked with both we’ll go from there. Can he call you tonight?”

## Financial Information

What size monthly payment do you want? \_\_\_\_\_

What price range are you looking in? \_\_\_\_\_

How much cash do you have available? \_\_\_\_\_

Does this amount include closing costs? \_\_\_\_\_

Do you currently own your own home? \_\_\_\_\_

Do you need to sell your current home before purchasing a new home? \_\_\_\_\_

How much do you think your current home is worth? \_\_\_\_\_

What's the unpaid balance: \_\_\_\_\_ Interest rate \_\_\_\_\_ Term \_\_\_\_\_

Type of loan \_\_\_\_\_ Pre-payment penalty \_\_\_\_\_

What is your monthly payment? \_\_\_\_\_

If you are renting, what is your monthly payment? \_\_\_\_\_

What other debts do you have on a monthly basis (i.e.: car payments, student loans, etc)?

Description:

Amount:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Are all these debts current? \_\_\_\_\_

Are there any problems, that you know of, with your credit? \_\_\_\_\_

What is your monthly income? \_\_\_\_\_

Are you self-employed? \_\_\_\_\_

What is your spouse's monthly income? \_\_\_\_\_

Do you have any other income? \_\_\_\_\_

Where are you employed? \_\_\_\_\_

How long have you worked there? \_\_\_\_\_

Have you or your spouse ever filed for bankruptcy? \_\_\_\_\_

Have you, or your spouse, ever had a property go into foreclosure? \_\_\_\_\_



## **Are You Losing Deals Because You Lack Versatility?**

Mike feels that most of the deals you lose are because you lack versatility. In other words, you are too busy being yourself, thinking about yourself, and thinking about the next commission check to really pay attention to the client you are working with.

Before you work with any customer including the important first consultation, take a minute to think about how you could best communicate with them in a style that will be comfortable for them.

Please review the next couple of pages profiling the 4 personality styles and stop to think which one is the customer you are meeting with. How can you use that knowledge to improve your communication with them?

## The Driver Personality Style

- Low on emotion
- Makes decisions quickly
- Very control oriented and will take control
- Loves action
- Forceful, gets things done
- Is considered to be very dominant
- Bottom-line oriented
- Seems rushed and impatient
- Appears to be aloof and arrogant

In dealing with Drivers, remember that they want to get to the point immediately and do not want to chit-chat or get into lengthy discussions. Give them information that they can use to make decisions quickly and let them maintain control...You have to be asking questions to keep your presentation on track.

## The Expressive Personality Style

- Fast in the decision making process
- High in terms of emotion
- Very gregarious and out-spoken
- Open and spontaneous
- Always appears to be rushing around
- Likes being the center of attention
- Rarely allows themselves to be bored
- Normally always late

When dealing with the Expressive, you will notice that they are involved with multiple things at one time and seem to enjoy living on the edge. It's not uncommon that they'll talk to you in sweeping statements, based on personal decisions versus any facts. You will notice that they are very animated in their conversations, and animated in their style of clothing and the homes they live in. Compliment them on their animation and they become your best friend.

## The Amiable Personality Style

- High emotional responses
- Slow in the decision making process
- Very friendly and warm
- Very agreeable
- Great team player, very supportive
- Soft hearted and empathetic for others
- Works on the common goal
- Soft spoken, easy going manner

When working with the Amiable personality, they have a high need for approval and, at the same time, want everyone around them to feel comfortable and approved. When dealing with this personality style, refer to the fact that you want the next person you talk to, to feel as good about the property as they feel. This will bring you closer to them, very quickly.

## The Analytical Personality Style

- Generally low on emotional response
- Generally slow in the decision making process
- Very structured and organized
- Require facts, figures and details
- Follows procedures carefully
- Could be considered a perfectionist
- Good problem solving skills
- Disciplined with time
- Dry, witty sense of humor
- Appears quiet and cool

25% of all the people that you deal with are going to fall into the Analytical category. It is not uncommon for them to be employed as engineers, CPA's, computer technicians, doctors, lawyers and airplane pilots.

When presenting to them, give them all the information they require so they can make a decision and don't push them, because they will respond by withdrawing.

## Introduction to the Consultation

“Thanks again for coming down to our office...I’m excited about being able to help you buy a home....”

“(Name)...I wrote down a couple of important questions....”

- “Have there been any changes to your situation since we last spoke?” Great!
- “Any additional financing, or general information, I need to know about?” Terrific!

“I would like to take a few minutes and talk about your needs and wants.”

**Note:** (go to consultation questionnaire.....remember it’s a conversation, not an interrogation...keep you thoughts and opinions to yourself...ask questions, take notes and listen).

At the end of the consultation move to buyer presentation script

## Consultation Questionnaire

Date: \_\_\_\_\_

Customer Name: \_\_\_\_\_

Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

What is important to you about finding a home at this time? \_\_\_\_\_

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Can you describe your dream home for me? \_\_\_\_\_

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If you found the perfect home, what do you feel is the most you would be willing to pay? \_\_\_\_\_

What areas are you interested in? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice? \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What's important to you about those areas? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How soon would you like to be moved in? \_\_\_\_\_



What questions or concerns do you have that I can answer? \_\_\_\_\_

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How much home shopping have you done so far? \_\_\_\_\_

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Have you seen anything you like? Can you describe it for me? \_\_\_\_\_

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Are you currently working with any other agents? \_\_\_\_\_

## Search Criteria

Bed Rooms: \_\_\_\_\_ Baths: \_\_\_\_\_ Square Footage: \_\_\_\_\_ Lot Size: \_\_\_\_\_

Fireplace: \_\_\_\_\_ Family Room: \_\_\_\_\_ Bonus Room: \_\_\_\_\_

Garage: \_\_\_\_\_ Pool/Spa: \_\_\_\_\_ Cul-de-sac: \_\_\_\_\_ R.V.: \_\_\_\_\_

Home Office: \_\_\_\_\_ Formal Dining: \_\_\_\_\_

Schools: \_\_\_\_\_

Misc. Features: \_\_\_\_\_

\_\_\_\_\_

Special Needs: \_\_\_\_\_

\_\_\_\_\_

Financial: \_\_\_\_\_

How much do you want to use for your down payment? \_\_\_\_\_

What is the monthly maximum you would be willing to pay for the perfect home? \_\_\_\_\_

\_\_\_\_\_

Is there any other purchaser/co-owner, or people, who would need to see the home before you make the decision to purchase? \_\_\_\_\_

When you see a home you like, how will you decide to make an offer? \_\_\_\_\_

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How many homes will you need to see, before you make a decision to purchase? \_\_\_\_\_

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If you see the right home today, are you ready to purchase? Why not? \_\_\_\_\_

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How can I reach you quickly, if the right home becomes available? \_\_\_\_\_

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Are there any other questions, or concerns, you have about purchasing? \_\_\_\_\_

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## Home Search Services Plan Of Action

1. Conduct an in depth interview to determine your needs and wants.
2. Assist you in arranging all financing, appraisals and inspections.
3. Enter your search criteria into the Multiple Listing Service (MLS) database.
4. Schedule you for instant property match email notification.
5. Develop a shopping plan that's right for you.
6. Research all For Sale by Owners (FSBO), expireds, withdrawn and cancelled listings for additional potential matches.
7. Prospect daily, our database of clients, leads and neighborhoods that you want to live in, leaving no stone unturned to find the home of your choice.
8. Contact other top listings agents, to discuss potential pocket listings.

9. Broadcast your needs and wants at our office meeting and preview property daily, to view new inventory.
10. Call you daily and/or as matches occur.
11. Show you the properties you select and obtain all information you need to determine the type of offer you want to make.
12. Write the purchase contract and arrange for it to be presented.
13. Handle negotiations of the contracts.
14. Supervise the completion of all paperwork.
15. Call you each week to advise you of the status and answer any questions you may have.
16. Schedule inspectors and appraisers.
17. Arrange a final walk through.

18. Review closing documents and arrange for the closing.
19. Deliver the keys.
20. If you have not purchased within two weeks, conduct a re-consultation interview to determine changes that must be made to search criteria.
21. Once you have purchased, I will continue to follow up with you quarterly by phone and mail, to keep you up to date with markets trends and values.

## Home Search Services Plan of Action & Script

“Mr. and Mrs. Buyer...as we begin the search for your home, I wanted to share the benefits and services you will receive when you choose me as your agent.

As I share with you what specifically I will do to help you find your new home, you will see I take a very aggressive approach to locating the right home for you.

Literally, leaving no stone unturned in our search.

1. The first step in the process is the in-depth consultation interview, which we just completed. Is there any other important criteria we may have missed?
2. Next, I will assist you in arranging all financing, appraisals and inspections, including the very important pre-approval that will be absolutely necessary to have, prior to any negotiations. When can I schedule an appointment to begin this process?
3. At the end of our meeting today, I will go to the computer and enter your search criteria into the MLS database. A list of matching properties will be available for your review, immediately, so you can see for yourself exactly what is available.

4. When our initial search is complete, I will save your criteria and set you up for instant email notification, as soon as new matching properties become available. This will allow you to beat the crowd, to some of the best buys in town.
5. Now let's discuss how you prefer to shop. Would you rather review them first online, drive by or have me preview and select the top quality choices? When are the best times for you to be available to see homes? What is the fastest and best ways for me to reach you?
6. As part of the search process, I will review daily the for sale by owners (FSBO), expired listings, withdrawn listings & cancelled listings, to locate something that may not be available in the active MLS. You can relax. If it's out there, I will find it.
7. Each morning, I spend 1-3 hours prospecting my database of past clients, leads, and sphere of influence, for potential matching properties that are not currently listed. I will also call specific neighborhoods, where you want to live, to do the same.
8. Also, I will contact other top listing agents in the area to ask if they have any "pocket listings" homes to be prepared for sale, but not out yet on the open market.



9. I will broadcast your needs and wants at our office meetings, and preview property daily to view new inventory.
10. I will call you daily or as new matches occur. What is the best time of day to reach you?
11. When you select properties you are interested in, I will schedule appointments to view them and obtain any important information you will need, in order to make a decision. What information would you need to see before writing a contract?
12. Once you have chosen a property, I will prepare the purchase contract, package up any supporting documents, and arrange for it to be presented to the seller. Would you like to take home a copy of the purchase contract today, so that you can review it and circle any questions you may have?
13. I will handle the negotiations of the contract, with the seller and agent, and communicate the results to you. I also assist in the preparation of, or response to, any counter offers or additional addendums. Do you have any questions about the negotiation process?

14. Once your offer is accepted, I will begin processing the pending file and will be involved in supervising every step of the paperwork process.
15. I will continue to call you weekly throughout the pending process to keep you informed and answer any questions you may have. And, in return, you can always call my office if any questions arise.
16. I will take care of scheduling inspections and appraisals. Do you have an inspector you prefer to use? Do you plan to be present at the inspection?
17. When we are ready to close, I will arrange a final walk through and discuss any corrections that need to be made with the seller's agent.
18. Upon closing, I will review final closing documents and schedule your appointment to sign all final paperwork.
19. I will then deliver your keys and answer any final questions or concerns you may have.

20. If you have not purchased a home within two weeks, then we will need to discuss and review your search criteria, areas, and expectations, so that we can more efficiently continue our search.

21. Once you have purchased, I will continue to follow up with you quarterly, by phone and mail, to keep you up to date with market trends and values.

Mr. Buyer, do you have any questions about what I will do to find you a home?

Mr. Buyer, as you can see from the services I just reviewed with you, I really go the extra mile to find the right home for you. And, do you know the great news?

You don't pay me...the seller does. The only thing I am asking from you is your commitment, on this very standard buyer broker agreement, that you will work exclusively with me for (period of time)....Please sign the contract ... so that I can help you get what you want ... in the time you want...won't that be great?

(After they sign)

Mr. Buyer, I am confident we will find a home you love, in the next week or two....

I want to do such a great job for you that you will refer me to all of your friends and family...by the way, who do you know today that might need my help buying or selling a property?

Thanks for thinking about it...you know a lot of people ... Would it be ok if I ask you again?

## Lead Follow-Up Script

Hi, I'm looking for \_\_\_\_\_ ... Hi \_\_\_\_\_,  
this is \_\_\_\_\_ with \_\_\_\_\_ ... how are you today? Great!

I'm following up to let you know...I've found some great homes that I think you are going to love...and I was calling to see ...if you would be available on \_\_\_\_\_ to see them?

(If yes set appt)

If you saw a home you love, will there be anything stopping you from buying it, when we get together on \_\_\_\_\_? Terrific!

By the way, you will want to bring your checkbook, in case you decide to buy; you'll need it for making a deposit.

I'll look forward to seeing you then.

**Note:** If the customer says “We aren’t ready to look. We have decided to wait”

You’ve decided to wait? Really?

Can you tell me why? Interesting!

When, exactly, do you think you will be ready to purchase?

I’m curious, what’s important about waiting until then?

**Note:** Is the reason they are waiting a condition? If so let them go, if it’s simply an objection or procrastination, keep going.

If you thought that you could get a better home at a better price, by buying now, would you consider doing so?

**Note:** If they said they could buy now if they wanted to...

Mr. Buyer, this really is the kind of market buyers wait for. There are plenty of choices, motivated sellers, and very reasonable interest rates. Why don’t we get together and let me show you what is available. I have time on \_\_\_\_\_. How about

## The Most Common Buyer Objections

1. “We don’t feel like this is the time to buy.”

I understand...there’s never a perfect time to buy a home...let me ask you...

what, specifically, is stopping you from making the decision to...buy this home?

2. The Summary Close is for Follow-up to all objections.

(Name)...you told me you wanted (x)...correct?

You also said you wanted (y)...is that right?

Is it the price? Is it the monthly payment? Is it the home?

Based on that...lets do the right thing...and BUY THIS HOME...

All we need to do now...is simply...sign the contract...so I can help you get what you want...in the time you want...won’t that be great?

3. “The area is too new”

I can appreciate that...of course, you realize this gives you the chance to gain much of the appreciation that newer homes often experience...does that make sense? Great! Do you have any other concerns?

4. “The area is too old”

I can appreciate that...and the advantage of that is you are seeing the area in its most developed stages...does that make sense? Great!

On the flip side...would you be willing to pay more for a newer area?

All we need to do now...is simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?

5. “I don't like the neighborhood”

I understand...many times we find the home we've always wanted in a neighborhood that's not perfect...In this particular case, are you prepared to pay (\$thousands) more when we find you the same house in a nicer area? Great!

6. “The home is too far from the schools”

I understand...May I ask, do your children prefer to walk or ride the bus? (x)

Perfect! Let's measure the exact distance to the schools...then decide which is better for them...okay? Great!



7. “The taxes are too much”

You’re right...taxes are high today...and...I know you’re aware that they are deductible on your income taxes...right? Terrific. Are you aware that you can make payments monthly...or would you like to pay twice a year?

All we need to do now...is simply...sign the contract...so I can help you get what you want...in the time you want...won’t that be great?

8. “The home is run down”

I hear what you are saying ... and yet... this home does offer you a chance to add your own personal touches...Would it be better for you to pay a higher price for a more remodeled home or just re-do this one to meet your specific needs?

Great.

9. “The yard is too small”

I agree...and let me ask you...what’s more important...the right size yard or the right home? Great!

Obviously...this size yard will be easier to maintain...correct?

All we need to do now...is simply...sign the contract...so I can help you get what you want...in the time you want...won’t that be great?

10. “The yard is too big”

The yard is big...so let me ask you ... what’s more important ... the right size yard or the right home? Great!

Obviously...a larger lot offers you more privacy...right?

Is that something that you and your family can live with?

All we need to do now...is simply...sign the contract...so I can help you get what you want...in the time you want...won’t that be great?

11. “The interest rate is too high”

I understand what you are saying...let me ask you...are you aware your interest rate is deductible?

Would you like to speak with (lender/mortgage broker) again to discuss this more in depth?

12. “The price is too high”

I can appreciate that...realistically...what would you like to pay for the home?

(if way too low)

(Name) we can submit that offer...and we should expect a counter...now...do you absolutely want to buy this home?

All we need to do now...is simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?

13. “The payments are too high”

I can appreciate that...and how much did you originally plan to spend, monthly?

(Name), let's look at what you like best about this home...then decide if the extra (\$) is worthwhile...okay?

14. “We want to think it over”

If this house was perfect...what would be different?

Would you be willing to make the changes yourself?

All we need to do now...is simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?

15. “My relative must see it first....”

You're right...it's important to get \_\_\_\_\_ approval...let me ask you...will they be living with you, or making part of your monthly payment? Then...there are two ways to go with this...one...we make the offer contingent upon your \_\_\_\_\_ approval...or...two, surprise your \_\_\_\_\_ and show him/her the decision has already been made...which way should we go?

## Script To Close Buyer On Making A Reasonable Offer

Buyer: “What do you think they will take for this home?”

I know that they will take the price they are asking...below that, I am not sure.

What is the most you would be willing to pay for the home?

Buyer: “I want to offer a lot less.”

I can appreciate that, and yet it is always possible that there could be more than one offer. If that were to happen, the seller could choose not to counter and you could lose it. How would you feel if that happened?

Buyer: “Not too good but I still think I should go in low.”

(Name), do you realize that when you do that, often a seller doesn't take you seriously, and either rejects your offer or gives you a counter that is not really their bottom line. I would recommend we go in at the price you are truly willing to pay, then if by some chance we get outbid, you know you did the best you could.

Buyer: “But I want to get a good deal”

I understand, here’s a thought...if you were buying a white Ford pickup with tan interior, you could go virtually to any dealer and get exactly the same truck right? So if you were buying a truck, you really could bargain because in the end you end up with the white truck with tan interior that you got the best deal on.

Right?

Buying a home, though, is really not like buying a truck....this home is unique and special, and fits your family’s needs. If you lost it over a few thousand dollars which really amounts to pennies per day, it wouldn’t be easily replaceable.Would it?

Buyer: “It’s a big risk to take, don’t you think?”

Let’s do the right thing and make a reasonable offer ...it’s our best chance to get the home you love!

## Script To Close Listing Agent To Let You Present Your Own Offer

Agent: “Hello, \_\_\_\_\_ this is \_\_\_\_\_ from \_\_\_\_\_  
Realty. I wanted to let you know that I wrote a terrific offer on your property at  
\_\_\_\_\_. I have a large deposit and  
a pre-approval letter, as well as verification of funds. I was wondering when I  
might be able to have 10 minutes to present it to your seller.”

Listing Agent: “Just fax it.”

Agent: “I could do that, however, my Buyer feels that part of my job is to negotiate on  
their behalf and have requested in writing that I present the offer myself.  
If you could set me up with a brief appointment, I think both you and the seller will  
be very happy with what I have. I will be very quick and very professional...when  
could we meet?”

Listing Agent: “I just normally do it that way.”

Agent: “I understand ... In the long run it might actually be a little more efficient. I mean since I know what the Buyers are willing and not willing to do, I can certainly answer any questions you or the seller may have. When could we get together, \_\_\_\_\_ or \_\_\_\_\_ at \_\_\_\_\_?”



## Script To Prevent Buyer Remorse

Mr. Buyer, congratulations on your purchase! I know you are going to be so happy with the home!

I just want to warn you about something though. Buying a home...like many things you will do in life, is a big decision. It's normal to be nervous when making a big decision, isn't it?

It's also common for well meaning friends and family to give you advice and opinions, that can actually make you even more nervous.

So when you get nervous, have a headache, and can't sleep...just remember, it's all normal.

Think about it...you guys did your homework, studied the market, looked at all the choices, and made a careful decision. Don't doubt yourself!

If you get scared, call me. I will help you through it.

**Note:** If they do call you, and say they want to back out....be calm...reassure them that you are on their side and simply want to help. Don't beat them up on the phone, but rather suggest that they should see the house again, before making a final decision.

Remember they buy on emotion. If they see it again, it's going to be easier to move them forward. They are just scared. Be patient!



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