

## *The C.I.T.O. Dialogue*

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(How to get a buyer to your office)

*“Hi [Mr. and Mrs. Buyer],*

*From my experience in this industry, I’ve seen buyers try to jump straight into the decision-making process without all the tools and information they need. At the end of the day, buying a home is a big deal to you, and it’s a big deal to me. And I certainly don’t want any self-inflicted wounds to occur during the process!*

*To gain every possible advantage, it’s important to come into my office for 30 minutes so we can lay out a roadmap for your home purchase.*

*During our meeting we’ll talk about a range of topics from how the home search process is supposed to go, to financing and mortgage options. We’ll examine property improvements that make sense as well as customizing a search process so that you see all the homes you want to see and very few of the ones you don’t.*

*I’ll also outline a step-by-step game plan to find the home that fits your criteria for price, location and style. And, I’ll let you know what to expect during this process.*

*Most people buy two or three homes in their lifetime... but this is something I do every day and I can assure you these will be the most important 30 minutes you’ll invest in your search for a home.*

*So when’s the best time for us to meet? I have an opening [Tuesday morning], or [Wednesday evening]. Which one of these works best for you?”*