GENSTONE
REALTY

GenStone Buyer Presentation Workshop Summary

The Purpose of the GenStone Buyer Presentation

The purpose of the Buyer Presentation is to give you credibility as a professional agent and educate the buyer about the buying process. The Buyer Presentation's end result is to get the buyers' signatures on the exclusive buyer agency agreement, which you need to have the buyers be "all in" with you.

Begin the Buyer Consultation Appointment

Begin the conversation by asking the buyers questions about themselves. It's the "getting to know you" time. It's always easier to build a relationship when you have people talk about themselves. The specific questions about the move happen as you get into the Buyer Presentation. If the "why you are moving" information comes up naturally during the building the relationship time, so much the better.

Understanding the Buyers

You may learn much about the buyers, their situation, wants, and financial status from your informal conversation. You may use the *Buyer Consultation Conversation Guide* questions before using the *Buyer Presentation* on your screen if that is the most comfortable for this situation. Then, when you get to the ***"Understanding Your Vision for Your Next Home"*** slide, you may use the question topics to summarize your understanding.

If there are questions in the *Conversation Guide* you did not get information for, you may find out the additional information when covering that topic on that slide.

Deliver the Buyer Presentation

Show the Buyer Presentation slides on your screen when you all feel comfortable.

- Sit at a conference table if at your office or the kitchen or dining room table when at their home.
- Be in a position enabling them to view your screen and for you to view all buyers at the same time.
- Use the slides to guide the conversation. Paraphrase the text on some slides, and read the text on others.
- When discussing something other than what's on the slide using PowerPoint, press the "b" key to blank the screen so it is not distracting. When needing to return to the screen, press "b" again.
- If you need to go out of order on the slides, be flexible to go with the flow.

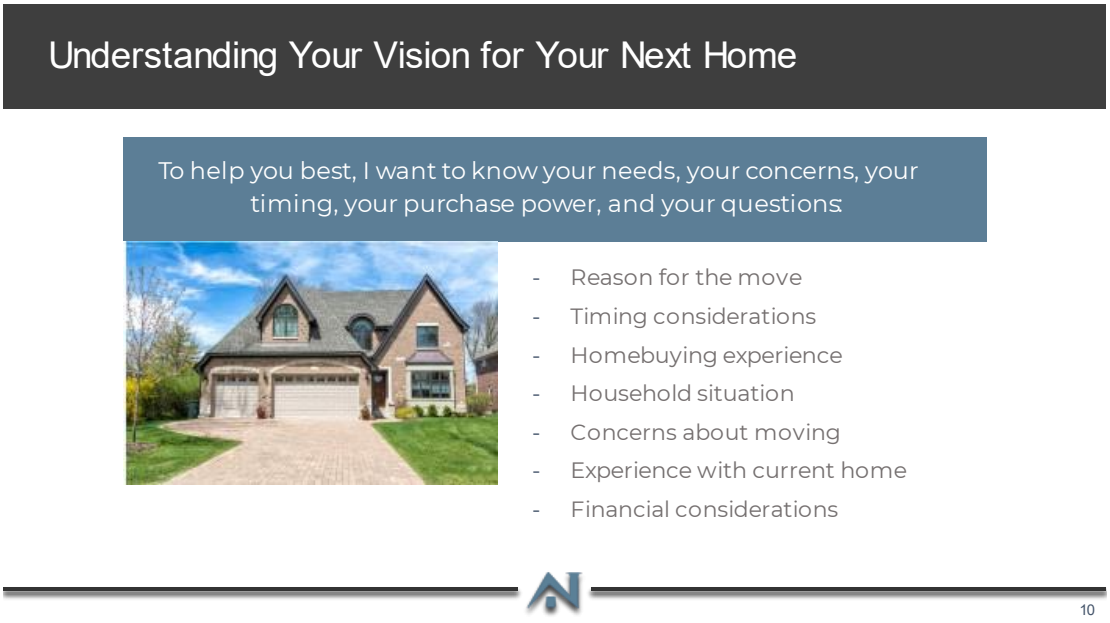
The GenStone Buyer Presentation – *"We'll Guide You Home"*

The presentation has several sections:

- Introducing GenStone Realty, you and what you will do for the buyers
- The agenda
- Understand the buyers and their needs and wants for the move *(review the Buyer Consultation Conversation Guide)*
- Buyer agency
- The property search and tours
- The negotiation and purchase process

Before coming to the appointment, be sure to personalize the second slide with your name and photo and the fourth slide with your information.

Understanding the Buyers' Vision



Buyer Consultation Conversation Guide

For Buyer Presentation – page 7

Reason for the move

- Why are you buying?
- Why did you decide to move now?
- If we found the right home for you today, is anything that would keep you from making a decision today?

Timing considerations

- How soon do you need to move?
- How long have you been looking?
- How much time do you have to search for a property?

Homebuying experience

- What experience have you had in buying or selling properties in the past?
- When did you last buy a property?
- Are you working with other agents right now?
- Do you need to sell this property to buy a new one?
- *(If yes.)* May I assist you in marketing it?

Household situation

- How many are there in your household?
- What activities will be necessary for you in your new home?
- Are there any school requirements?
- Where do you work? Is transportation to work an issue for you?

Concerns about moving

- How do you feel about this move?
- How does your family feel about moving?

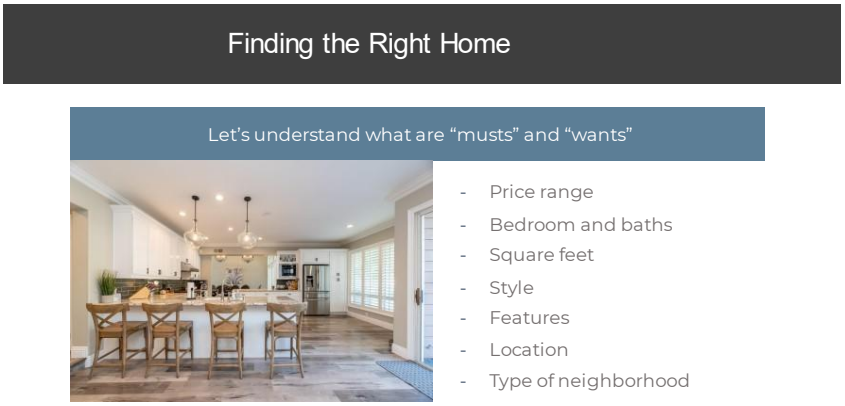
Experience with your current property

- Where do you live now? *(If you are not at their property)*
- How long have you lived there/here?
- What do you like most and least about your current property?
- Is there anything you don't like about your current property you want to avoid in your new one?
- What you like and dislike about living in your neighborhood?

Financial considerations

- What price range do you have in mind?
- How did you decide on that amount?
- If you found a home you liked above your price range, would you consider it?
- Do you have any additional funds available to you if you choose to move up?
- How are you planning to finance your new property?
- What type of mortgage are you considering – Conventional, FHA, VA?
- How much cash will you be able to invest in your new property?
- Has a lender preapproved you?

Assisting the Buyers in Finding the Right Home



Property Features – Needs and Wants

What are you looking for in a home?

- Price range
- Bedrooms & baths
- Square feet
- Style
- Features
- Location
- Type of neighborhood
    - What's important to you in a neighborhood?
    - What areas are you considering?
    - What do you like most about those areas?
    - Is there anything you do not like about those areas?
    - Are there any other areas you would consider?

- Have you seen anything so far that matches what you want?

Deliver the Education Part of the Presentation

- Buyer Agency Representation
- Property Search Tools
- Properties You Find
- Showing Homes that Match
- Determining your Purchase Power
- Negotiating the Purchase Agreement
- Navigating the Purchase Process
- After Settlement Contact
- The Search Begins

Agency Disclosures and Exclusive Buyer Agency Agreement

When appropriate, during or at the end of the presentation, review the benefits to the buyer of having one agent represent them. Securing an exclusive buyer agency agreement is an important reason for doing this presentation.

- First, have them approve any state-required agency disclosures and then the exclusive buyer agency agreement.
- When it comes to the fee agreement, remind them what you told them about having the seller provide your share of the fee. For example*, "We give you the guidelines to receive all the benefits of representation and allow the seller to pay all the brokerage fee."*