



Ignite

skills to *spark* a great career

Power Session 8: Find and Show Homes

Making Your Buyer's Dream a Reality

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Power Session 8: Find and Show Homes

You are here!





Ignite Power Session Training Calendar				
Monday	Tuesday	Wednesday	Thursday	Friday
1. Rev Up	2. Your Database	3. Open Houses	4. Prospecting	5. Accountability – Check in on Your Goals and Big Why
6. Prepare to Work with Buyers	7. The Buyer Consultation	8. Find and Show Homes	9. Make and Receive Offers	10. Accountability – Check in on Time Blocking
Market Center Topics	Market Center Topics	11. Negotiate Win-Win Agreements	12. Find Seller Leads	13. Accountability – Check in on the 4-1-1
14. Your Prelisting Packet and Listing Consultation	15. Price Right and Present Your CMA	16. Market and Service Your Listings	17. Contract-to-Close and Postclose Systems	18. Accountability – Check in on Your Numbers and What's Next

Checkpoint

Report on Your Results

**STOP
and DO**

Your Daily 10/4

Four Habits	Daily Goal	Results/ Ratings	Wins and Opportunities
Build and Manage Your Database	 Add 10 people to your database.		
Prospect	 Connect with 10 people.		
Follow Up	 Write 10 notes.		
Know Your Market	 Preview 10 homes/week.		

Rating: (✓) Met the goals of 10 (★) Exceeded the goals of 10 (–) Didn't quite meet the goals of 10

Time: 1 minute

**STOP
and DO**

Your Milestones

Milestones	
	Results
Appointments	
Agreements Signed	
Contracts Written	
Contracts Closed	

Time: 1 minute

The Daily 10/4

1. “Power Up” and get a head start on today’s 10/4 goal.
 - Watch the KW MAPS Coaching daily Power Up video with Dianna Kokoszka.
 - Shout this affirmation:

My business is growing abundantly!

2. Use the scripts you’ve been practicing from earlier sessions.
 - Ask your Mets for referrals—leads as well as business resources.
 - Invite people to your open house.
 - Interview potential Allied Resources.
3. Smile and dial!
 - Make as many calls and write as many corresponding note cards as you can in 15 minutes.
4. Your results count toward your Daily 10/4! Be sure to include them in myTracker.

Real-Play Results
I made _____ calls.
I made _____ connections.
I got _____ referrals.
I got _____ appointments.

What went right?

What were the challenges?

How can you power through the challenges next time?



TIP

Find KWConnect on mykw.kw.com. Search for “power hour.”

Win for ...

You:

The more quickly and efficiently you can move your buyers through the home-finding process, the more contracts you will close.

Your Customers:

The ability to identify and tour the homes as quickly as possible means that your buyers will get to choose from the best homes on the market, not the leftovers.

Get Your Head in the Game

This is where the fun starts. This is the moment you and your buyers have been waiting for. They can't wait to find their dream home—and get a deal on it! You can't wait to find them their dream home, get them a deal on it, *and* make it all happen as quickly and efficiently as possible.

Use as many time-saving techniques as possible to cut down on the hours you will spend on the home search. When you put your buyers in the driver's seat (figuratively and literally!) to find homes, and leverage every showing to move your buyers towards their final choice, the process will be as efficient as it is fun and exciting.

How Long Do Buyers Look?		
	Weeks	Homes
Urban	6	11
Suburban	7	12
Rural	7	10
Same City	8	13
Different City	7	10

** Excerpt from the 2011 KW Market Navigator: Vision and Opportunities*

You can beat the averages! When Shon Kokoszka, Mega Agent and Buyer Specialist in Denver, Colorado, was working exclusively as a buyer specialist on The Kokoszka Team, he showed an average of only 6.3 homes before his buyers made an offer. One of the keys to Shon's success was setting clear expectations right from the start. He used this script: "What I have found is that the average buyer I have worked with looks at 6 homes before finding one. Now this might be fewer than what you would expect, yet keep in mind that I am a buyer specialist which means that my only job is to help my clients find the perfect home. So, once I get that picture in my mind of exactly what you are looking for, I should be able to take you right there. And you do want to see the best homes first, don't you?"



Of course, not all of Shon's buyers made an offer after seeing 6 homes, but because he had established such clear expectations, they would often apologize for blowing his average! At that point, Shon would simply say, "Don't worry about it! I'll do whatever it takes to find you the perfect home. And you can make it up to me by just sending me a referral or two."

Today's Plan of Action

1. Learn techniques for qualifying homes you find online.
2. Develop your showing skills.
3. Practice powerful scripts that will help your buyers in the decision-making process.

Gear Up

To fully participate in the class exercises, you will need the following item:

Your Home Tour Checklist	
--------------------------	--

Affirmation of the Day

I contribute to the lives of others through the abundant services I provide!

Make It Happen

The journey from buyer consultation to offer is the most exciting and rewarding part of working with buyers, but keep your eye on the prize: finding the right home as quickly as possible, so you can work with as many buyers as possible. Focus on these three steps:

1. Find Homes
2. Show Homes
3. Bring Your Buyers to a Decision

1. Find Homes

There are three major players in the game of finding a home: you, your buyer, and online property search sites. Once you and your buyer have thoroughly established exactly what they are looking for in their dream home, you can both leverage online property search sites to find it.

Searching for homes on the Internet works—according to 2011 National Association of Realtors (NAR) statistics, 38 percent of buyers found their homes through their agents, and 37 percent of buyers found them online. Because agents are also accessing homes through the MLS online, you could say that 75 percent of all homes purchased are found online!

While there is no doubt your buyers will be searching the Internet on their own, keep this 2011 NAR statistic in mind as well: 48 percent of buyers want their agent to help them find their home. This is where your expertise comes in. They cannot choose between 30 or 40 homes! It's your job to help them identify which ones are actually worth the time to see.

Tech Tip

Always search from the IDX search engine on *your* site!

Your website should be a one-stop shop for all your buyer's needs.

You do not want your buyers to register on another agent's website.



The in-office online search

If you established your buyers' wants and needs before the buyer consultation

- Do a search for properties that match their criteria, and then qualify those homes together during the consultation.

If you establish your buyer's wants and needs during the consultation

- Plug that information right into the search engine, and then qualify those homes together during the consultation.

Qualify the home you find online

Set the expectation that you are going to narrow the online search down to the 15 homes closest to what they want. Using the criteria you established with the Buyer's Questionnaire, and especially their *Five Must-Haves* (from *Power Session 7: The Buyer Consultation*) dig deep with your questions, and really explore the alternatives. For example, there may be only 3 or 4 homes with a formal dining room in their price range, but 38 to choose from without one. Once they have seen this for themselves, refining what they really want becomes clearer.

Next, print the MLS pages of the fifteen finalists, turn away from the computer, and really compare apples to apples. Together, identify the top 5 to 7 homes to tour.

If your buyers want to see all of the 15 finalists, keep their focus on the top 5 to 7 by using this script:

Keep the focus on the best homes

When we do find the right home, we'll need to act quickly, and I know you are going to have that feeling of "Well, is there something better out there?" But I have to tell you, the best homes sell right away because they are the best homes—everything else is just a leftover. I want to make sure that you are not stuck with the leftovers!

Do you want to see all the homes, or do you want to find the right one quickly?

TIP

It will take approximately 3 to 4 hours to tour 5 to 7 homes. Avoid anything longer as it will only exhaust your buyers and make it difficult for them to remember the properties shown.

Qualify the Property

Role

Play

1. Choose a partner. One of you should play the agent, one will play the buyer.
2. Enter the following buyer's criteria in the MLS:
 - Price Range (use the average for your area)
 - Neighborhood (choose one of the most popular or your area of specialization)
 - Number of bedrooms and bathrooms
 - Special features (pool, formal dining room, finished basement, etc.)
3. Based on the number of homes that result from the search, refine their criteria until you have 15 (or fewer) properties to review.
4. Using just these 15 (or fewer) properties, further refine them with your buyer until you have a maximum of 5 to 7 homes.

Time: 10 minutes

The automated online search

The internet allows your buyers to take the driver's seat when it comes to finding their future home. Set them up on an eEdge automated campaign, and monitor what your buyers receive. Contact them when you think there is a property they should see, and let them know they should contact you immediately when something new comes on the market that they would like to see.

Continue to check in periodically to see what your buyers think of the homes in their search. If no homes meet their criteria, you may have to meet with them again to realign their expectations.

Qualify the home they find online

Your buyers call you, and boy, are they excited! They have found "The One." As exciting as this moment is, take a moment to qualify the home before you jump in the car to show it.

1. Check the MLS to make sure the home is still available.
2. Compare the features of the home with your buyer's wish list and *Five Must-Haves*. Is it really a good fit, or are the buyers letting an emotional factor cloud their better judgment? If it doesn't seem like a good match to you, take advantage of the opportunity to further fine-tune their wants and needs. Simply asking two or three questions can save you an hour of time viewing a home that doesn't meet their criteria!

You told me that _____ (feature) was one of your 5 must-haves. Two of the homes you sent me do not have _____ (feature). Is that something you are willing to give up?

3. If all systems are go, make a showing appointment! Leverage the trip by checking to see if there are other comparable homes your buyer might want to see at the same time.

TIP

Set the expectation that whenever the buyers see a home online they really like, they should do a drive-by before deciding if they really want to see the inside!

If you have already previewed the home they want to see, be sure to let them know if you think it is a good match or not.

A note on distressed properties

TIP

Buyers who are willing to buy a distressed property that needs some work can apply for a 203k loan, an FHA-backed home purchase and renovation program that allows buyers to bundle price and documented repair costs into one loan.

FURTHER STUDY

For more information on working with short sale and REO buyers, see *SHIFT Tactic 11: Distressed Properties*.

Your Internet search may turn up a good number of homes listed as short sales and REOs. Many buyers looking for a deal—or even a “steal”—will want to see those homes because of their perceived value.

It is especially important to qualify buyers who are interested in distressed properties and to set expectations for pricing, home condition, and timelines.

1. **Qualify your buyers**—good financing is a must when it comes to short sales and REOs. While the contract-to-close process is slow, closings tend to happen very fast, and if your buyers are not paying cash or have not lined up rock-solid financing, they risk losing the deal.
2. **Set expectations**—it’s a myth that all distressed properties are “steals.”
 - In markets where they dominate, they are simply at market price.
 - In markets where they are in the mix of equity properties, they will almost certainly be a deal, but since the condition will most likely be sub-par, what they gain in price will be counterbalanced by what they must spend to make home improvements.
 - Finally, while timelines have gotten shorter for short sales, it will still take longer to close than an equity property.

KW MAPS Coaches Corner with Dianna Kokoszka

If there are a significant number of REOs in your market, leverage your time wisely by identifying the top REO agents in your area. These agents know how to maintain and present homes that have been abandoned. They work with the banks to make the most significant improvements, and to ensure that the homes will close smoothly.

2. Show Homes

Organization and the ability to guide your buyers toward a decision will make your home showings successful.

Prepare to show homes

- Set the home tour date with your buyers.
- Time permitting, preview the homes and eliminate any that do not meet their criteria.
- Determine which route to take, always showing the best homes first.
- Call the sellers the day before the tour to schedule the show times, and rearrange your route if necessary.
- Arrange to meet with your buyers at your office or in front of the first home you will be touring.
- Determine the most efficient route to take.
- Print out two detailed MLS information sheets for each property you plan to tour with your buyer.
- Place the MLS information sheets in the order you will tour the properties, and include a Home Tour checklist for each one so the buyer can record their own comments. Make one set for your buyer and one for yourself.
- Make a copy of the Five Must-Haves sheet that was filled out during the Buyer Consultation, and include it with the MLS and Home Tour checklists you will give to your buyers.

By showing your buyers the best homes first, you can reduce your touring time. Once your buyers realize that nothing compares to the first one or two homes they saw, ask them if they want to make an offer on one of those!

Free Download

This Prepare to Show Home checklist and the Home Tour checklist are available in the toolkit on the Ignite course page at kwu.kw.com/ignite.



HOME TOUR CHECKLIST

Property Address:

Property	Comments	Exterior	Comments
✓ View		✓ Foundation	
✓ Lot Size		✓ Roof	
✓ Landscaping		✓ Architectural Style	
✓ Square Footage		✓ Deck/Patio	
Interior	Comments	✓ Swimming Pool	
✓ Number of Bedrooms		✓ Garage	
✓ Number of Bathrooms		✓ General Exterior Condition	
✓ Living Room		Location	Comments
✓ Kitchen		✓ Convenience to Work	
✓ Dining Room		✓ Convenience to Shopping	
✓ Family Room		✓ Convenience to Schools	
✓ Study		✓ Convenience to Day Care	
✓ Fireplace(s)		✓ Nearby Recreational Facilities	
✓ Openness of Home		✓ General Appearance of Houses in the Area	
✓ General Interior Condition		✓ House Value Relative to the Area	
✓ Basement		✓ Other	

Additional Comments:



Create excitement and urgency

When you meet, create a sense of excitement by giving them permission to make an early offer.

You might buy the first home you see!

Don't be surprised if the very first home is the one you want to buy. The reason I tell you this is because you have given me a really good picture of what you are looking for, and if I have the correct picture, then I should be able to take you right to it, and we do want to see the very best homes first, right?

Create some urgency by showing them that the market is moving. Along with the homes you have selected to tour, add in a few that meet their criteria but have just gone under contract.

Show your buyers the market is moving.

I was really excited to show you seven homes today, but two of them have gone under contract so they are no longer available. Let's go see these five, and when you find one you just fall in love with, we'll make an offer on it so someone else doesn't get it!

In a buyer's market, it is especially important to create a sense of urgency. Buyers who think they have unlimited time and choices will risk missing out on the best properties.

TIP

Couples may want to exchange opinions on their own; be sure to give them some private time by stepping outside or walking off into another part of the home.

Tour the home

1. Ring the doorbell even if the home has a lockbox. If the property is occupied, ring the bell at least twice before entering. Before going beyond the entry, shout, “Hello, real estate agent” a few times to make sure no one is at home.
2. Record your own comments on your copy of the MLS sheet for each property as you show it.
3. Have your buyers give descriptive names to help them visualize the homes individually (e.g., “The Great View House,” “The Creek House,” “The Fountain House,” “The Smelly Cat House”).
4. While touring properties, avoid making comments. Let your buyers come to their own conclusions. Instead, ask questions. You want to get inside their heads to determine if this home is really a match for what they want. Shon Kokoszka likes to ask, “What would you change about this house?” This gives him the knowledge he needs to get them to the proper home.
5. Help buyers identify their perfect home by pointing out the benefits—not the features—that align with the needs, wants, and values you have already identified with them. Features are attached to the property, benefits are attached to the buyer. For example, if the home has new windows, point out the benefit, not just the fact that they are new: “New windows mean you’ll have lower utility bills, so you’ll have some extra spending money every month!”

STOP and DO

Point Out Benefits, Not Features

1. With a partner, use the chart on the next page to list one common home feature you might want a buyer to notice (for example: new roof, fireplace).
2. List the benefits of that feature.
3. Stand up and read off the benefits of the feature you listed without naming it. The class will guess what feature you are talking about. Use the extra spaces provided to write down what the other groups say.

Time: 5 minutes

Feature	Benefits
Large Backyard	<ul style="list-style-type: none">• A place for the kids to play soccer• Plenty of room for the dog to run around• A great place for entertaining friends in the summertime

TIP

Listing agents will call buyer agents who have shown their listing for their reactions to the property. On properties your buyer was absolutely not interested in, you can explain why. On properties that your buyer *is* interested in, DO NOT discuss any comments your buyer made regarding the property that could compromise negotiations. You do, however, want to provide some sort of feedback, because you would want the same consideration on your listings.

Recognizing buying signals as you tour the home

Pay attention to your client's buying signals as you are touring properties. This will give you the leverage you need to help the buyer make a decision.

If you have identified who the decision-maker is, keep your focus on them. If they are not as excited as their partner, you may not be any closer to an offer.

Some of the most common buying signals are listed below.

1. Body language and facial expressions (smiling, brightening up)
2. Asking about a seller's motivations
3. Asking detailed questions—such as about the seller's disclosure or taxes
4. Placing furniture
5. Comparing other houses to it
6. Discussing new paint or carpet
7. Sitting down in the house
8. Becoming protective—not wanting other buyers to see the property
9. Asking for a second showing

10. RAISING OBJECTIONS

You may be surprised by number 10. It is a common misconception that objections such as “I don't like _____” mean that a buyer is not interested in a property. Objections are actually strong buying signals. When buyers raise an objection to some features of the home, it means they are imagining themselves in that home.

Practice Objection Handlers

With a partner, practice each of the objections to the home. Take turns playing the agent and the buyer.

Time: 3 minutes

Role

Play

Objection: *We love it, but we haven't seen enough properties yet.*

My role as your buyer's specialist—and the reason why we met for a consultation—is to sort through the homes that meet your criteria and only show you the best available homes, the cream of the crop. And the best homes on the market go fast, usually in one, maybe two, days. If you love this home, chances are someone else does too! Are you willing to lose the perfect home for you, your WOW home, the one you will absolutely love, just so you can see everything out there?

Objection: *We really want a formal dining room.*

Mr./Ms. Buyer, remember at our first meeting when we talked about there being no such thing as a 100 percent house? (Refer to the Five Must-Haves.) We identified _____ as being the five must-haves in your new home. Has a formal dining room taken precedence over one of these items? If so, which one? (If yes, you will need to begin a new search.)

Remember that objections to features are buying signs. Use the objection to offer the buyers alternative choices for handling the situation.

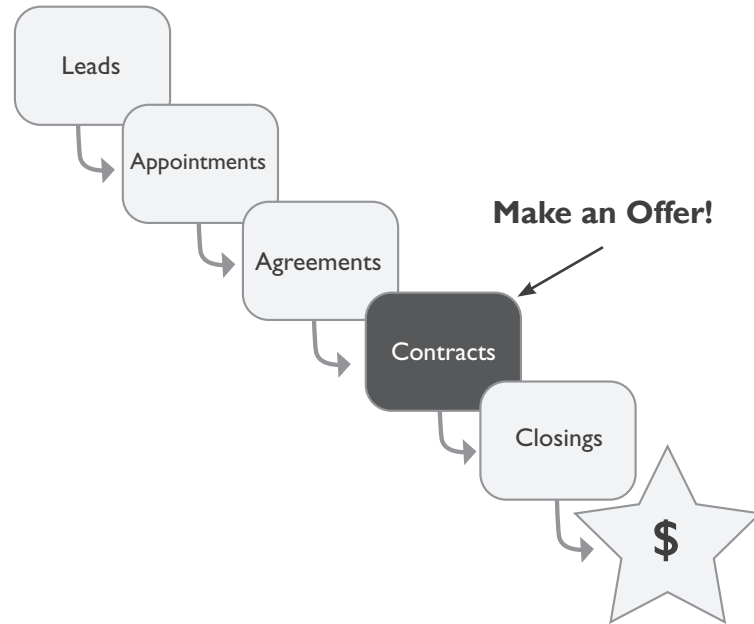
Objection: *We don't like the carpet/paint color/landscaping.*

Would you change the carpet or install hardwood floors/repaint or wallpaper/hire a landscaper/prefer to plant your own garden?

3. Bring Your Buyers to a Decision

Remember, you are more than a taxi driver with a lockbox key! Part of your job is to facilitate the decision-making process for your buyers so they can make an offer and get the home they want—before someone else does.

This is an important milestone on the Countdown to Payday!



TIP

Take the MLS sheet of the top ranking home, flip it over, and draw a line from top to bottom. On the left side of the line write pros, and on the other side write cons. Dig deep with your questions to truly pull out what they like and don't like about the home. This way, your buyers don't feel like you are pushing the home sale on them, and it helps you isolate objections.

1. Each time you show a new property, ask your buyer to rank that property on a scale of 1 – 10. You should each record that number on your Home Tour sheets. The purpose is to continuously decide which property is ranked at the top for a possible offer.
2. After each showing, ask if they want to purchase that home. If not, find out why not. This is your opportunity to further understand or to reassess the buyer's needs, wants, and values.
3. When you have finished touring homes, put all the MLS sheets together in their order of ranking. Eliminate all but the top two ranking homes by saying: *"You don't seem very excited about these. Let's just cross them off the list."* Physically draw a line through them, and remove them from sight.

4. Take the highest scoring home and ask, *“So this is the one to beat? If nothing beats this one, it’s going to be your new home? It does meet everything on your checklist, doesn’t it?”* You can validate their choice by adding, *“I can see why you are so excited about it!”*
5. Ask them to make an offer! Once they have clearly narrowed in on the highest ranking house, help them focus on the next step—making an offer—by asking, *“So would it make sense for us to go back to my office to do some research on house prices in the neighborhood to see what would be a good offer?”*

The key to getting your buyers to make an offer is helping them through the elimination process as quickly as you can. Shon Kokoszka, mega agent and buyer specialist on the Kokoszka Team in Denver, Colorado, aggressively begins the process as soon as they have seen the second property. He holds up both MLS sheets, and says, “Now I know there are other homes available, yet let’s just see what would happen if these were the only two homes available. Which one would you buy and why?” Shon gets their feedback on the one they chose, and then asks, “Because the home you chose is available, you would never buy the other home, is that correct?” When they say yes, he dramatically tears up the MLS sheet, or crumples it up into a ball and throws it away. Shon says he’ll do whatever it takes to get it out of their mind! He goes through the same routine with every home they tour until they are left with just one MLS sheet.



If kids are involved, Shon will pull out a “magic envelope.” Only one home—the winner—can stay in the envelope at any given moment. The kids get to decorate it, and are in charge of holding on to it all day. At the end of the day, it’s an easy close: “So we have our winner. Would you like to make an offer?”

Help Your Buyers Decide to Make an Offer

With a partner, practice Shon Kokoszka’s script above to eliminate properties.

Time: 3 minutes

Role

Play

If you let your buyer out of your car without an appointment, you'll have to follow up to set the next meeting, and it can be difficult to connect. That could result in several extra weeks to get them under contract.

What if you strike out?

If your buyers do not want to make an offer on any of the properties you show, be sure to schedule the next appointment before you say goodbye. Even if you have nothing lined up to show yet, never leave an appointment without scheduling the next!

Set the next appointment.

Mr. and Mrs. Buyer, before we part company, get out your calendar; we're going to set up our next meeting to look for that home you want to buy. If nothing has hit the market by Friday, I will call you, and we'll reschedule for the next Saturday.

Overcome buyer reluctance

Once you have seen the best houses that meet the buyer's criteria, you may have to help your buyers overcome buyer reluctance. It's a common issue many people experience when they are suddenly faced with the reality of making an offer for one of the greatest financial investments of their lives!

Your job is not to try and sell homes that aren't right for your buyers, but it is your job to help them recognize when a home fits their needs, wants, and values.

When buyers are sure they like the house, but are reluctant to take the next step to make an offer, reassure them that the simple step of making an offer is not as binding as they may think.

Make the offer—you can always back out later.

I understand how you feel, and many buyers I have worked with felt the same way. What I have found is that it is better to make the offer and then back out of it later, if necessary. There are several ways to back out of an offer, but if you don't make one before someone else does, you'll never even have the opportunity to think it over—it will be gone! Let's make an offer tonight to lock this home down for you.

KW MAPS Coaches Corner with Dianna Kokoszka

When you tour a new listing where the property is beautifully staged and priced right and you realize that the property simply won't be on the market for long, be proactive and tell the buyer they will need to make an offer quickly if they like the home. It is better to warn them of the possibility than to be the scapegoat when it's lost!

Objections to Making an Offer



Watch the video to see how top agents handle objections to making an offer.

- Use the following 3 scripts to help you complete the exercise.

Time: 10 minutes

Objection 1: *What if prices drop?*

Are you most concerned about the price of the home, or the monthly payment on the mortgage?

Of course, the monthly payment, I would have to agree with you. Let me ask you another question: do interest rates generally go up faster than home prices come down? What do you think?

Yes, no doubt about it. In fact, interest rates could rise one percent tomorrow, right? Well, home prices would have to come down 10 percent to make up for a one percent rise in interest rates. So if you are looking for a \$200,000 home, do you think interest rates might go up one percent before home prices come down \$20,000 in your price range?

I would definitely agree with you there. So let's do the right thing and make an offer today before interest rates go up.

Objection 2: *I don't want to make an offer because I don't like the carpet.*

So other than the carpeting, is there any other reason you wouldn't buy this home?

So let me ask you this, if I could get the seller to replace the carpet prior to closing, and you get to pick the color, the manufacturer and the installer, and the carpet is installed before you move in, is that something you'd be interested in?

Fantastic, let's go ahead and make an offer, and I will write in under additional provisions that the seller agrees to replace the carpet, and you get to pick the color, manufacturer, and installer, prior to closing. Generally speaking, we are going to have to come in pretty close to the full request price, because the seller is going to have to spend to replace the carpet for you. How does that sound?

Objection 3: *We want to sleep on it.*

I generally tell my clients, if you choose to sleep on it tonight, you might not be sleeping in it ever. Understand what I mean by that. Another couple might have looked at it yesterday, and they said, "Let us sleep on it tonight, we'll make the offer tomorrow," which means today. And I have to ask you, just so you don't blame me, if you don't get this home, how would you feel if someone else made an offer and this property was no longer available?

What happens if you REALLY strike out?

If you have shown more than the average number of homes and your buyers have not made an offer, it is time to go back to the drawing board. Perhaps you did not qualify their needs appropriately so you didn't understand exactly what they were looking for, or you set unrealistic expectations.

Own it! Whatever the issue was, now it's time for you to rectify the situation. Sit down with your buyers back at the office, get on the MLS together, and refine your search. If a new set of homes comes up, make appointments to see them immediately.

If nothing comes up, it's best to get to the bottom line quickly, and move on if you are not going to get the results you are after.

Get to the bottom line with your buyers.

What you are looking for doesn't exist. So, a couple of things have to change:

1. You can wait until you are making more money and step into a higher price point.
2. You can adjust your expectations.
3. You can rent for the next year and see what happens.

What is the best course of action for you?

If they are willing to adjust their expectations, do a new search. If not, re-categorize them as a low priority buyer, and stop devoting your showing time to them. Don't hang on to a doomed commitment and invest another 4 weeks of your life just to find out they are not going to buy anything.

Keep them on your BINS, and tell them to get in touch with you if a property eventually comes on the market that they would like to see.

Get to the Bottom Line

With a partner, practice the above script to determine if you can still actively work with these buyers.

Time: 3 minutes

Role

Play

Aim High

In your mind, equate *showing* the home with *selling* the home. Keep your buyers focused on their objective: finding the home that most closely matches their needs and wants, and then making an offer on it quickly so that it can become theirs!

Customer Service Focus

Be proactive when it comes to communicating as you both try to find the home on the Internet. Establish how they like to keep in touch—is it email, phone calls, or text messages? Talk to them about how often you will be in touch—is it every time a new home comes on the market, plus a weekly communication to check in? Whatever you establish, stick to it!

Also, you will be spending a lot of time with your buyers, so bring plenty of resources to cover any eventuality, and make the experience as comfortable as possible!



FURTHER STUDY

For more information on what to take on the tour, see *Buyer Mastery*.

Items to Take

- | | |
|---|---|
| <input type="checkbox"/> Paperwork (list of customers' needs and wants, contract, MLS sheets) | <input type="checkbox"/> Paper goods (tissues and toilet paper) |
| <input type="checkbox"/> Map | <input type="checkbox"/> Office supplies (pens, pencils, notepad, tape, stapler) |
| <input type="checkbox"/> First aid kit | <input type="checkbox"/> Umbrellas (2) |
| <input type="checkbox"/> Flashlight | <input type="checkbox"/> Beverages and snacks |
| <input type="checkbox"/> Level | <input type="checkbox"/> Entertainment for kids (coloring books with invisible markers, movies) |
| <input type="checkbox"/> Tape measure | |
| <input type="checkbox"/> Digital camera | |

Recap What You've Done

You're that much closer to making your buyer's dreams come true!

✓	Completed Lessons and Tasks
✓	You've learned how to qualify the homes you and your buyers find online.
✓	You've studied techniques for effective touring.
✓	Most importantly, you've practiced elimination techniques to help your buyers decide to make an offer!



Get to Work

Your Action Plan

Time block and complete the following activities before the next Power Session.

Done	My Action Plan	By When
	Script practice.	
	Practice expressing the benefits of a home's features to the buyers.	
	Pick a price range, and find homes in that range with a common set of criteria. Choose the top 5, and preview them as part of your Daily 10/4.	
	<p>Prepare for <i>Power Session 9: Negotiate Win-Win Agreements</i>. To fully participate in the class exercises, bring the following items, as always:</p> <ul style="list-style-type: none">• Your database• Your phone• Your daily planner• A few note cards, envelopes, stamps, and business cards• Your Daily 10/4 tracking and results	

Your Job Aids

- Home Tour sheet
- Prepare to Show Homes Checklist

Your Daily 10/4 Assignment

In your calendar, time block and then complete the following activities before the next Power Session.

Four Habits	Daily Goal	Done
Build and Manage Your Database	Add 10 people to your database.	
Prospect	Connect with 10 people.	
Follow Up	Write 10 notes.	
Know Your Market	Preview 10 homes this week.	

Aha's



My Aha's

1. Write down your three most powerful aha's from this Power Session.

1.
2.
3.

2. Share one aha with the class.

Time: 5 minutes

Ignite Correction and Suggestion Log

Instructor Name: _____ Date: _____

Market Center: _____ Power Session #: _____

Content Type (instructor manual, student manual, job aid)	Page Number	Type of Correction (misspelling, wrong reference to resource, etc.)	Description of Correction or Suggestion

Suggestions for this Power Session:

Please send this completed form to KWU

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