



Five Factors To Bring More

BUYERS

A seminar to perfect the skills necessary to attract more Buyers, create a lifetime business of repeat customers, and to increase word of mouth referrals.



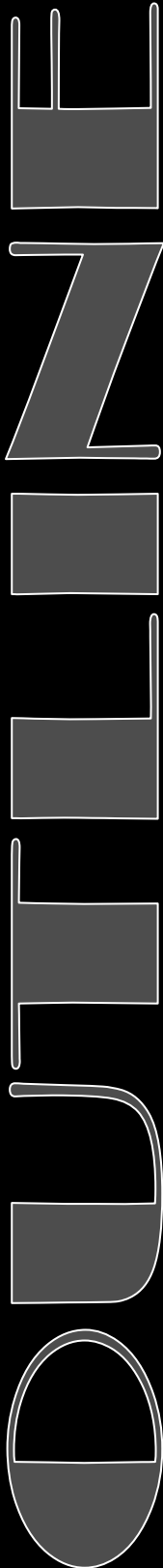
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BUYER ORIENTED STRATEGIES

Upon completion of the presentation by Carlton Seminars, Inc., when conducting real estate activities, the real estate agent will be able to:

1. Identify the importance of creating a brand in order to best serve the customers and clients.
2. Recognize the key differences in a brand and a logo and how to incorporate both into a marketing strategy that benefits the clients, customers and the agent.
3. Realize the importance of serving Buyers beyond closings in order to maintain a referral base.
4. Discuss appropriate types of marketing to accomplish specific goals that meet the needs of Buyers.
5. Discuss the necessity of keeping constant contact with Buyers when a property is under contract or in escrow to provide optimum service.
6. Recognize the importance of keeping the Buyer informed of the real estate process to offer them understanding of the transaction.
7. Understand how to recognize the difference in the "needs" and the "wants" of Buyers to increase the satisfaction and fulfillment of the real estate purchase.
8. Implement a Buyer oriented strategy to provide professional services and benefits that will create a constant referral business.





Five Factors to Bring More Buyers!

I. Target Buyers with a consistent brand.

Recognition as the leader in your profession comes with brand the needs. People associate a brand with stability and trust. A brand will establish a presence and will differentiate for consistent referrals.

- A. Difference in a brand and a logo.
 - i. Brand: the image that is portrayed
 - ii. Logo: recognizable for marketing
- B. Reasons for a brand.
 - i. Establishment
 - ii. Differentiate
 - iii. Stability
- C. Effectiveness of a brand.
 - i. Remembrance
 - ii. Recognition
 - iii. Referral

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II. Listen to the Buyer's needs and wants; and help them know the difference.

Determine the needs of a Buyer and listen carefully to their wants. When locating properties for Buyers make sure and meet their needs, while helping them choose from the things that they want. It is important to recognize the difference and help Buyers know what is available, affordable, and most beneficial for resale.

- A. What do Buyers want?
 - i. Desires that are not necessities
 - ii. Amenities that would help a Buyer choose
 - iii. Enhancements and upgrades
- B. What do Buyers need?
 - i. Timing
 - ii. Location
 - iii. Pricing
- C. Why know the difference?

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III. Keep constant contact until a property is under contract.

After the property is under contract it is imperative to keep consistent contact and provide timelines of events to occur before closing. Provide weekly updates prior to the week of closing, then provide daily updates even if there is no new information.

- A. Provide a timeline.
 - i. Specific events to occur
 - ii. Order of events to occur
 - iii. Results of events that occur
- B. Phone contact.
 - i. Once a week until closing
 - ii. Once a day the week of closing
 - 1. Inform your clients of what you know
 - 2. Inform your clients even if nothing has changed
- C. Updates on timelines.
 - i. In writing
 - ii. Call when sending a letter
 - iii. Verify letter receipt

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IV. Keep the Buyer informed and never allow them to be uncomfortable.

Providing updates and needed information to Buyers keeps them informed of the process and comfortable with an unfamiliar process. It is also important to provide them with valuable advise concerning the benefits and advantages of home ownership, giving them the confidence to invest in a home.

- A. Inform the Buyers of the advantages of home ownership.
 - i. Tax benefits
 - ii. Appreciation
 - iii. Equity build-up
 - iv. Pride in ownership
- B. Inform the Buyers of the process of finding a property
 - i. Determine the needs
 - ii. Determine the wants
 - iii. Determining affordability
 - iv. Internet search



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- v. Viewing properties
 - 1. Checklist
 - 2. Memorable points
 - 3. Review
- C. Inform them of the process of writing an offer.
 - i. disclosures
 - ii. Inspections
 - iii. Acceptance
- D. Inform them of the process of closing.
 - i. Paperwork
 - ii. Needed materials
 - iii. Who will be involved
- E. Inform them of the necessary maintenance of a property.
 - i. Postcards
 - 1. Filters
 - 2. Service items
 - 3. Helpful tips
 - ii. Phone calls
 - 1. Sprinkler winterization
 - 2. HVAC service
 - iii. Personal delivery
 - 1. 9-volt battery
 - 2. HUD-1 statement for taxes

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V. When the property closes the real work begins.

Do not end the relationship with they Buyer on closing day. After investing time in gaining the trust of the Buyer it is now time to develop a long-term relationship that will provide a future listing from the client and potential referrals.

- A. Do not let the closing sever the relationship
 - i. Relationship established
 - ii. Maintain the relationship
 - iii. Encourage referrals



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