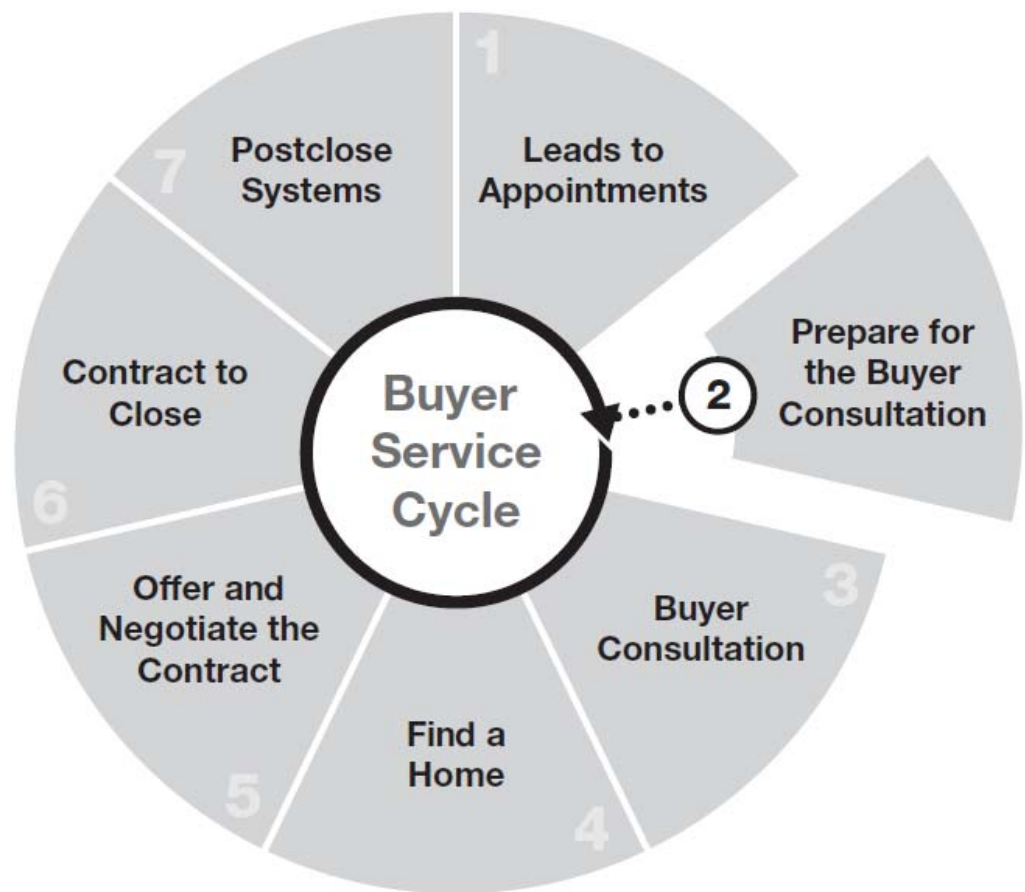


# Step 2: Prepare for the Buyer Consultation

1. Prepare for the Appointment
2. Customize Your Buyer Guide
3. Update Your Value Proposition



## Prepare for the Appointment

Congratulations! Your buyer has agreed to meet with you. Now set the stage for a truly effective meeting. Thorough appointment preparations are especially important because they give you credibility, add value in the eyes of your customers, and reassure them that you can help them find the right property—which is what buyers ultimately want.



**Words of Wisdom:** “Extensive market knowledge and research is the *only* thing that will trump experience.”

## Success Is in the Details!

The more prepared you are, the more confident you will feel in your meeting. You'll head into the consultation with everything you need to service the buyers and turn them into customers!

### *Criteria for Effective Appointments*

1. You or your assistant should follow up to confirm the appointment and further prequalify by asking any questions you might have missed on the initial call.
2. Refine your Value Proposition based on the customer.
3. Build an informative and personalized buyer guide.
4. Prepare thoroughly for the consultation by reviewing the lead sheet and have all materials ready in advance.
5. Have meeting area prepped and organized—make sure all technology is in working order.

### TIP

When you talk with buyers about the services you provide, explain how the services benefit them.

## Everyone Needs to Be at the Table

1. Make sure that all decision makers will be present at the appointment. Building rapport first with one individual, then with another, is awkward, especially if the people involved have disagreements about buying a house.
2. If your buyer answered “yes, purchasing with others” to the lead sheet question, “*Purchasing alone or with others*”—request that they be present at the meeting as well.

### *Meeting in the Office vs. Meeting at the Property*

1. Your first and best choice is to meet in the office. When you meet your customers in the office, it puts you in the driver's seat and gives you an opportunity to display your professionalism and the support systems you have at your disposal.



**Rookie Mistake:** Going from the phone, straight to the home, without taking time to qualify the lead through the use of the lead sheet.

## TIP

Remember to keep your proposition short and memorable.

# Update Your Value Proposition

Your Value Proposition is the standard and level of service that you commit to deliver to your buyer, and the value that service brings. It is so your buyer can easily understand what is in it for them. It is what sets you apart from others and helps you win the appointment.

## The MREA Value Proposition

### Top Ten Service Areas of the Buyer Value Proposition

#### 1. Needs Analysis

- Analyze buyer's wants and needs.
- Help buyer get clear picture of their ideal home.

#### 2. Prequalification or Preapproval

- Guide buyer to loan officer.
- Obtain prequalification or preapproval.
- Help choose the best mortgage finance plan.

#### 3. Neighborhood Information

- Create neighborhood profile search.
- Provide list of target neighborhoods and related information for each.

#### 4. Home Search

- Organize and schedule a home search process.
- Ongoing updates, drive-by previews, and showings of available homes.

#### 5. Make an Offer

- Compare homes and make decision.
- Advise on terms and issues of offer.
- Fill out purchase offer contract.

#### 6. Negotiate the Offer

- Present the offer.
- Negotiate on buyer's behalf.

#### 7. Vendor Coordination

- Advise and supervise vendor selections.
- Coordinate vendor services.

#### 8. Preclose Preparation

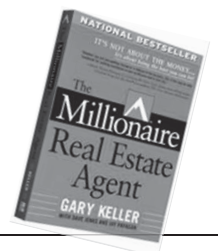
- Coordinate and supervise document preparation.
- Provide preclose consultation.

#### 9. Closing

- Preview closing documents.
- Resolve last-minute issues.
- Complete transaction.

#### 10. Postclose

- Coordinate move-in.
- Assist with postclose issues.



## Activity

### Directions

Do you have a Value Proposition specifically for buyers? Take a moment to review your current Value Proposition, or use this outline to draft a new one that is specific to your buyers. They want to know “what’s in it for me?”

List the benefits you offer to buyers and the compelling reasons to work with you. Consider the list of services on the previous page, which buyers say they most want from a real estate agent.

*Buyer Name*, I hold myself to a higher standard, and it is my goal to find you the best property at the best price. It is important to me that I do \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ for you. I find that my buyers value this because \_\_\_\_\_, and it benefits you because it ultimately gets you where you really want to be.

When you choose me as your agent, my promise to you is \_\_\_\_\_ and \_\_\_\_\_. You can trust that you will receive personalized, timely service, which meets your needs.

**Time:** 5 minutes

## TIP

KW Technology offers you a 22-page digital buyer guide for individual agents and teams. Always customize your guide to your business and the type of buyer. Your buyer will keep the guide and reference it often, so you want to make sure it is useful to them.

# Customize Your Buyer Guide



One of the many benefits you offer to customers is the buyer guide. Your guide serves as an important tool as you conduct your consultation. Use your resources and network to build your buyer guide and customize the information according to what is going to help your buyer the most.

Masters have found that the buyer guide is most useful when used to explain each step of the buying process from A to Z. This educates the buyer and assists in the facilitation of your consultation.

## How Masters Customize Their Buyer Guide

1. The Home Buying Process Timeline/Overview
2. How to Prepare for the Lender
3. Buyer Do's and Don'ts
4. How We Find Your New Property
5. Local Market Conditions
6. What to Expect When Submitting an Offer
7. What a Contract Looks Like
8. Copy of a Real Estate Contract
9. Frequently Asked Questions
10. Vendors and Resources

Suggested Contents for Your Buyer Guide		
<b>1.</b> Welcome Letter <b>2.</b> Business Card <b>3.</b> Introduction <b>4.</b> Pledge of Quality <b>5.</b> Biographical Information <b>6.</b> Keller Williams Culture <b>7.</b> Testimonials <b>8.</b> Buyer Questionnaire <b>9.</b> FAQs <b>10.</b> Reasons to Buy a Home <b>11.</b> Chamber of Commerce Information <b>12.</b> Local Attractions <b>13.</b> Parks and Kid Activities <b>14.</b> Financial Worksheet	<b>15.</b> Items Required for Loan Application <b>16.</b> Credit Check Request <b>17.</b> Interest Rate Chart <b>18.</b> Points on a Loan Buying Process <b>19.</b> Mistakes to Avoid <b>20.</b> Sample Contract <b>21.</b> Making an Offer <b>22.</b> Information on Schools (if applicable) <b>23.</b> Timelines on the Buying Process <b>24.</b> Market Analysis <b>25.</b> Pricing Trends <b>26.</b> Price Ranges <b>27.</b> Neighborhood Profiles	<b>28.</b> Inspections <b>29.</b> Service Providers <b>30.</b> Title Search <b>31.</b> Closing on a Home <b>32.</b> Agency Disclosures <b>33.</b> Buyer Representation Agreement <b>34.</b> Utility Guide <b>35.</b> Moving Tips <b>36.</b> Property Notes <b>37.</b> Maps with Names of Neighborhoods and Zip Codes <b>38.</b> FAQs

Download this!  
[MyKW→Win with Buyers](#)

What goes in your buyer guide?

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## TIP

When you confirm your appointment, remind the buyer to send over their preapproval letter. Depending on how much business you currently have, you can delay the appointment until this is in place. Remember “A” buyers can purchase today!

## Follow-Up and Confirm the Appointment

Always reach out to the buyer and confirm the time and location 24 hours in advance. Also Leverage your call by:

1. Educating the buyer on benefits of working with you.
2. Going through prequalification questions again.
3. If there is no answer, confirm through voicemail and send a reminder email.

### Appointment Confirmation Script

Hi, <buyer's name>, this is <your name> with Keller Williams Realty. We have a consultation appointment scheduled for <date and time> at <location>. I don't have preapproval on a loan for you, so I am checking to see where you stand on that.

*“Yes, we are working with XYZ Bank and will have a budget set by the time we meet.”*

Okay, excellent. See you tomorrow at <time>. Please call or email if anything comes up before then.

Or, if they have not gotten preapproval,

In order to provide useful assistance to you, we need to be certain about your price range. It would be really frustrating to look at houses that you can't buy. I'm going to send you a list of three lenders. Before we meet at my office, give one of them a call so you can find out how much you qualify for.



**Rookie Mistake:** Not following up at all in hopes that your buyer will remember the appointment—this may result in a “no show.”



## Section Overview—Step 2: Prepare for the Buyer Consultation

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1. Prepare for the appointment.
2. Update your buyer guide and Value Proposition.
3. Confirm the appointment.
4. Practice your scripts with a partner!

## Your ONE Thing

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*What is the ONE Thing that you could do right now—to prepare for the consultation—to make everything else easier or unnecessary?*



## Next Steps

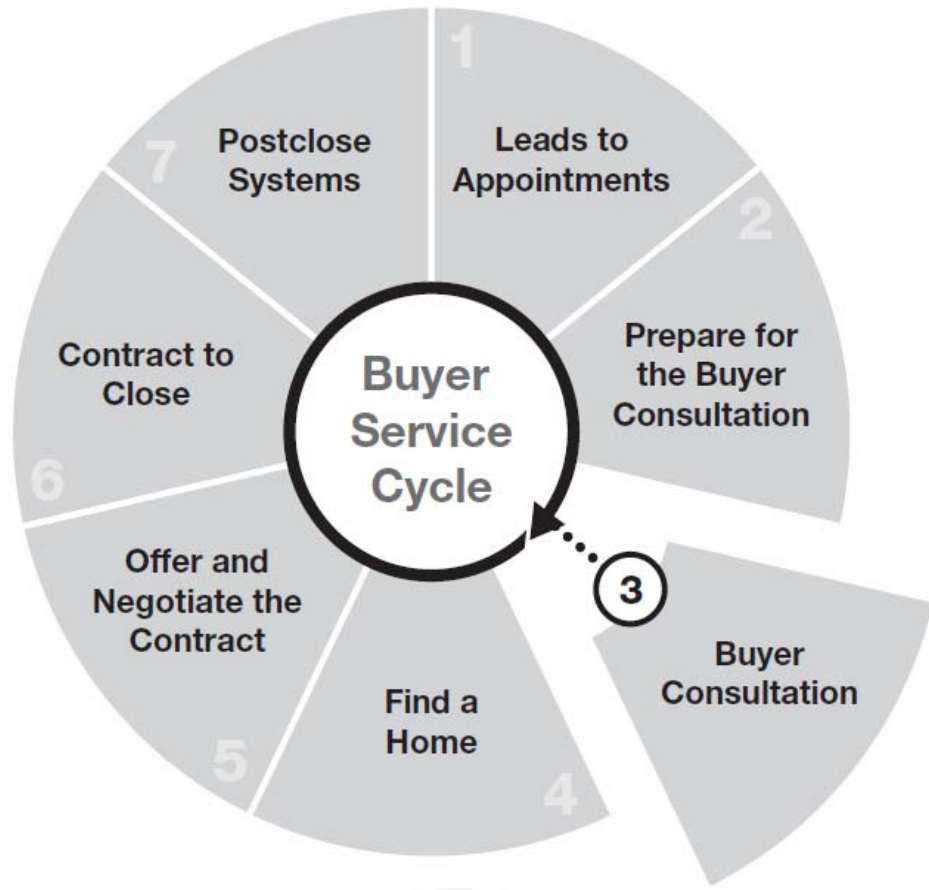
*You are now well prepared for your meeting. Get ready to conduct the buyer consultation!*

# Step 3: Buyer Consultation

1. Customer Service
2. Conduct the Buyer Consultation

*“Customer service represents the heart of a brand in the hearts of its customers.”*

*KATE NASSER  
THE PEOPLE-SKILLS  
COACH*



## Customer Service

### The Foundation for a Successful Consultation

At the heart of success with buyers is the buyer consultation. Although you have already had some contact with your buyer, this is your time to learn about the buyer's needs and wants, explain the buying process in detail, lay the foundation for a successful working relationship, and establish rapport. Buyers work with people they like, so no rapport means no Buyer Agency Agreement is signed! When it comes to providing great customer service to your buyers, the buyer consultation is where all of your preparations will start to pay off.

## The Importance of Customer Service

When you communicate with your buyers in the style and language that they can relate with, you ultimately maximize your level of customer service and earn their business.

Customer Service Components	
Set Expectations	<ul style="list-style-type: none"><li>• Present your Value Proposition.</li><li>• Listen to any concerns.</li><li>• Seek agreement about expectations.</li></ul>
Service Expectations	<ul style="list-style-type: none"><li>• Do what you say you will do.</li><li>• Do it very well.</li></ul>
Satisfy Expectations	<ul style="list-style-type: none"><li>• Check to see how the customer is feeling about what they are getting.</li><li>• Resolve any problems.</li></ul>
Surpass Expectations	<ul style="list-style-type: none"><li>• Provide unexpected service.</li><li>• Personalize communication with the DISC.</li><li>• Perform a promised service in an unexpected way.</li></ul>

### TIP

Remember to tailor your customer service to your buyer and don't forget about their DISC profile.

**How do you provide service? Share your tips with the class.**

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**Words of Wisdom:** “You are in the business of understanding the market and explaining it clearly and effectively, with service thrown in along the way.”

## TIP

Use the buyer guide that you customized earlier as a tool to guide you through the appointment.

## FURTHER STUDY

Learn more about tie-downs and other effective communication techniques with KW MAPS Language of Sales group coaching program.

## Consulting vs. Presenting

---

The buyer consultation is not called the “buyer presentation” for a good reason—when you present, you talk. The consultation is your chance to educate your buyer on the process, ask questions about their needs, learn about and connect with your buyer.



**Words of Wisdom:** “Put in the time up front so you don’t have to spend as much time with them later down the line.”

### *Close along the Way*

---

While you meet with your buyer and conduct the consultation, use trial closes throughout to gauge your buyer. Ask for agreement as you go along. When you have established a pattern of “yes” answers, it is easier to get a “yes” when you get to the Buyer Agency Agreement.

Agreement tie-downs:

- Can you see the benefit?
- Would that work for you?
- That’s what you want, correct?

**How do you close? Share your trial closes with the class.**

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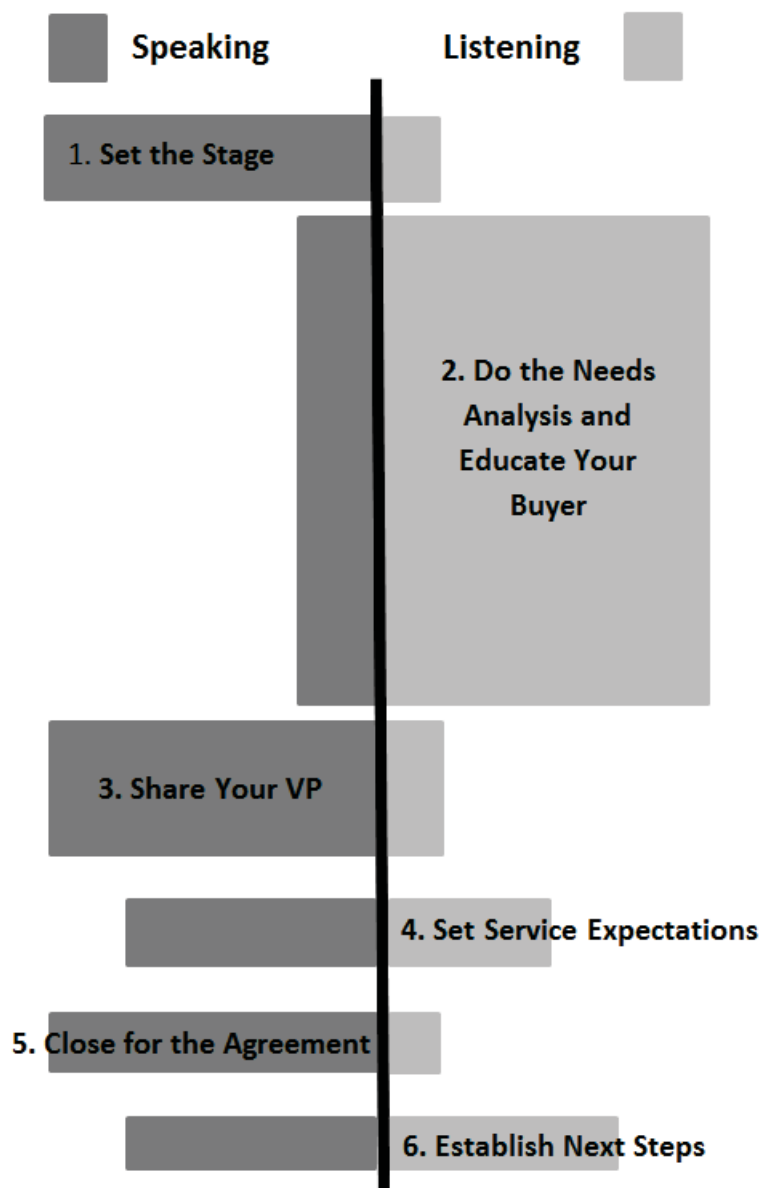
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# Conduct the Buyer Consultation

The buyer consultation is the opportunity for you to exercise your listening skills! The following diagram illustrates where you should spend the most time listening to your buyers' needs and wants during the needs analysis.



## TIP

Ask plenty of questions to learn about your buyer. Listen twice as much as you speak and truly learn what your buyer wants.

## TIP

This is a good time to leverage your website include the information that every buyer, regardless of type, will need to know. Email the link to your buyers when you send the appointment confirmation email.

## Your Consultation Materials

At the appointment table, you should have all of the materials that you prepared in the days before, in addition to any other items that you need to successfully conduct your consultation. You or your assistant, if you have one, should also make sure the meeting room is well stocked, and all technology is properly working.

### Consultation Materials Checklist

- ☐ Updated buyer guide with questionnaire
- ☐ Updated Value Proposition
- ☐ Mobile tablet or laptop
- ☐ Extra pens and notepads
- ☐ CMA (if buyer has to sell their home)
- ☐ Water for each attendee

***Now that you have your materials ready—it's time to master the buyer consultation. Get ready to practice: right here, right now!***



## Activity

### Master the Buyer Consultation

Master each section of the buyer consultation! Familiarize yourself with each stage, on page 81.

1. Watch as your instructor role models how to use the buyer guide throughout the buyer consultation process.
2. Team up with a partner and take turns practicing the buyer consultation. Refer to the scripts on pages 84-93, and the eEdge buyer guide you brought with you to class.

**Part 1** – Set the Stage

**Part 2** – Do the Needs Analysis and Educate your Buyer

**Part 3** – Share your Value Proposition

**Part 4** – Set Service Expectations

**Part 5** – Close for the Agreement

**Part 6** – Establish Next Steps

**Time:** 20 minutes

## TIP

Throughout this chapter you will see excerpts from the eEdge buyer consultation questionnaire along with the scripts. The full questionnaire is available in eEdge.



### KWConnect

Watch the buyer consultation in action! Go to the Win with Buyers course page on MyKW, and look for the course videos on the buyer consultation.

**“If you build a great experience, customers tell each other about that. Word of mouth is very powerful.”**

JEFF BEZOS  
CEO,  
AMAZON.COM

## Part I—Set the Stage

The buyer consultation works best when the buyer meets you at your office or Market Center. Although your end goal is to get the Buyer Agency Agreement signed, you always want to be professional and hospitable to your buyer, regardless of the outcome. When you set the stage, your goals are to

1. Welcome, establish rapport, and outline the purpose and mission of the meeting.
2. Explain the possible outcomes of the consultation.
  - a. Client signs the Buyer Agency Agreement.
  - b. Client decides to work with another agent.
3. Transition the consultation towards the use of the customized buyer guide you sent prior to the meeting.

### Best Practice: Setting the Stage



Chris Heller, top agent in San Diego, California and president of KW Worldwide, welcomes buyers at the entrance to the office. He does a quick power walk to demonstrate all of the backup support that is available. It's a perfect opportunity for him to introduce buyers to the people they may talk to during the home-buying process—a receptionist at his Market Center, his assistant, or transaction coordinator. If you charge a transaction fee, the power walk is a good opportunity for buyers to see the behind-the-scenes services that the fee supports. You would not mention the fee this early, and when you bring it up later, you can remind your buyers of the people they saw when they toured the office.

Once you walk through the office and introduce your buyer to the office staff and end the tour, settle into the room where you will be meeting.

**Note:** *There are very good, customizable buyer guide materials in eEdge for both individuals and teams. If you don't have a buyer guide, you should use the eEdge one as your starter and point of reference.*

## Set the Stage Script

Let's get started! Thank you for taking the time to meet with me today. The purpose of our meeting is for me to thoroughly understand your wants and needs so we can find your ideal home/ property. My job today is to find out what kind of home/property will suit your lifestyle, needs, and wants. I'll educate you on the entire buying process, answer all of your questions, and then find out if this is something you want to pursue.

Before we go visit any properties, we're going to define your ideal home/ property, make sure that it meets your financial needs, and then thoroughly discuss our expectations and roles in this business relationship.

My mission is to find a house/property that meets your needs and is within your budget. We'll do that with the least amount of hassle and get you in your new home/property when you need to be there. How does that sound?

*Buyer response.*

Okay, great. I'm going to use this packet as our guide to make sure I don't miss any necessary details.

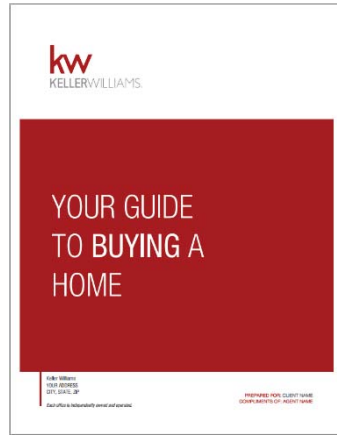
### TIP

The buyer guide is designed to walk you through the appointment step-by-step, so you capture all of the necessary details you need to effectively work with a buyer. Make sure you customize and review it before meeting with your buyer.

## TIP

Ask plenty of questions so you can find out as much as you can about what is most important to your buyer. The eEdge Buyer Guide has a detailed questionnaire you can use to facilitate the needs analysis.

## Part 2—Do the Needs Analysis and Educate Your Buyer



The needs analysis is all about listening to your buyer and taking notes. Your goal is to get to know them and find out as much as you can about what they want and need.

Start the needs analysis with the questions below. Continue the needs analysis by following the detailed questionnaire in the eEdge Buyer Guide.

### Begin the needs analysis

<Buyer name>, Tell me about the property that you are looking for.

*Buyer response.*

What do you *want* to buy?

*Buyer response.*

What is the property that you *will* buy?



**Rookie Mistake:** Talking too much and trying to sell your buyer on your services instead of consulting, listening, and helping them through the process.

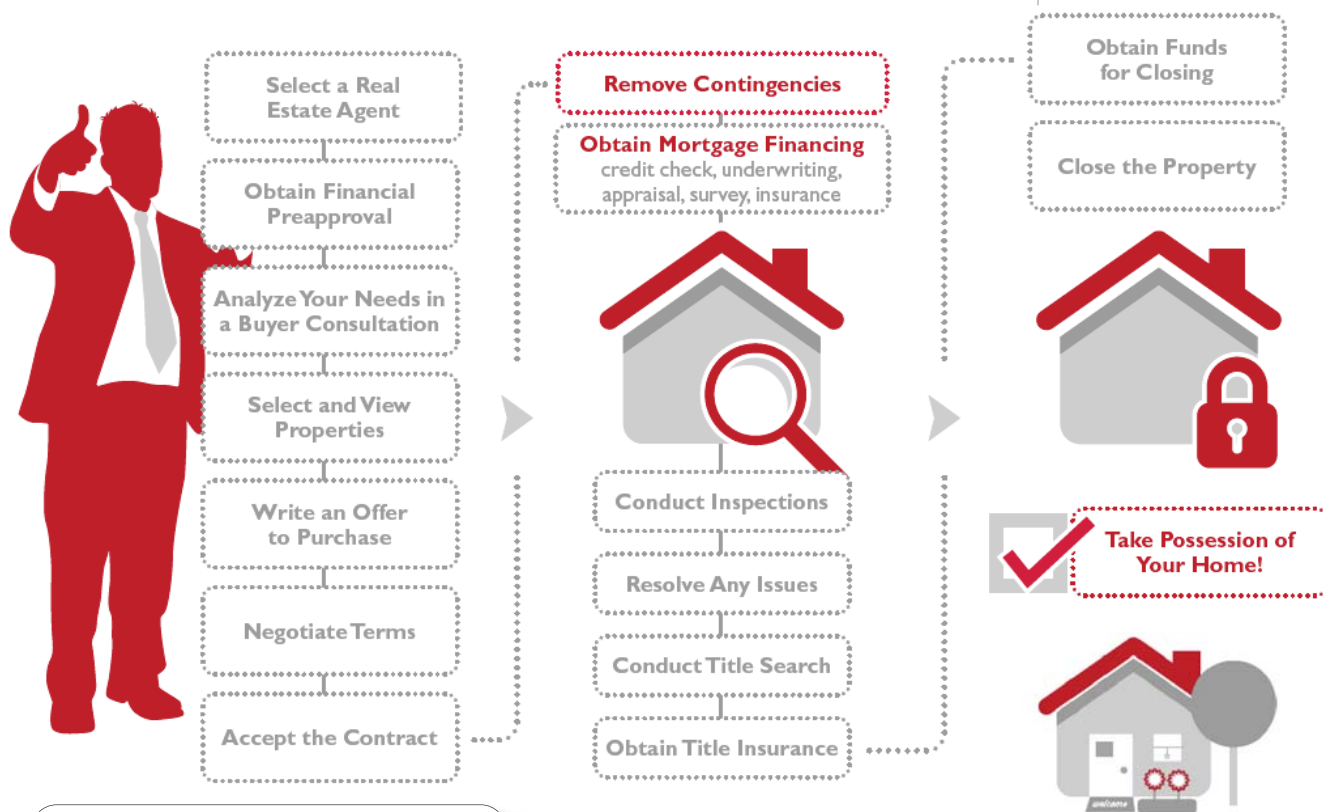
## Review the Purchase Process

Most likely, you will have a brand-new buyer, or a buyer that has not purchased in many years. You will need to review the home-buying process with them to ensure they understand how making a purchase works, and how you will help them as their agent.

Use this graphic from the KW Market Navigator as your guide.

### TIP

Leverage the KW Market Navigator Buyer Guide during your consultation.



Download this!

[MyKW→Win with Buyers](#)

*KW Market Navigator Buyer Guide*

## TIP

If they do not have a lender, always offer at least three referrals, with your preferred choice listed first.

## Review the Mortgage and Lending Process

Well-prepared buyers will have already spoken to a lender. If this is the case, ask for a recent preapproval letter. If their lender does not work out, or they do not have one, offer your three recommendations.

### Financing Scripts

*Buyer has their own lender.*

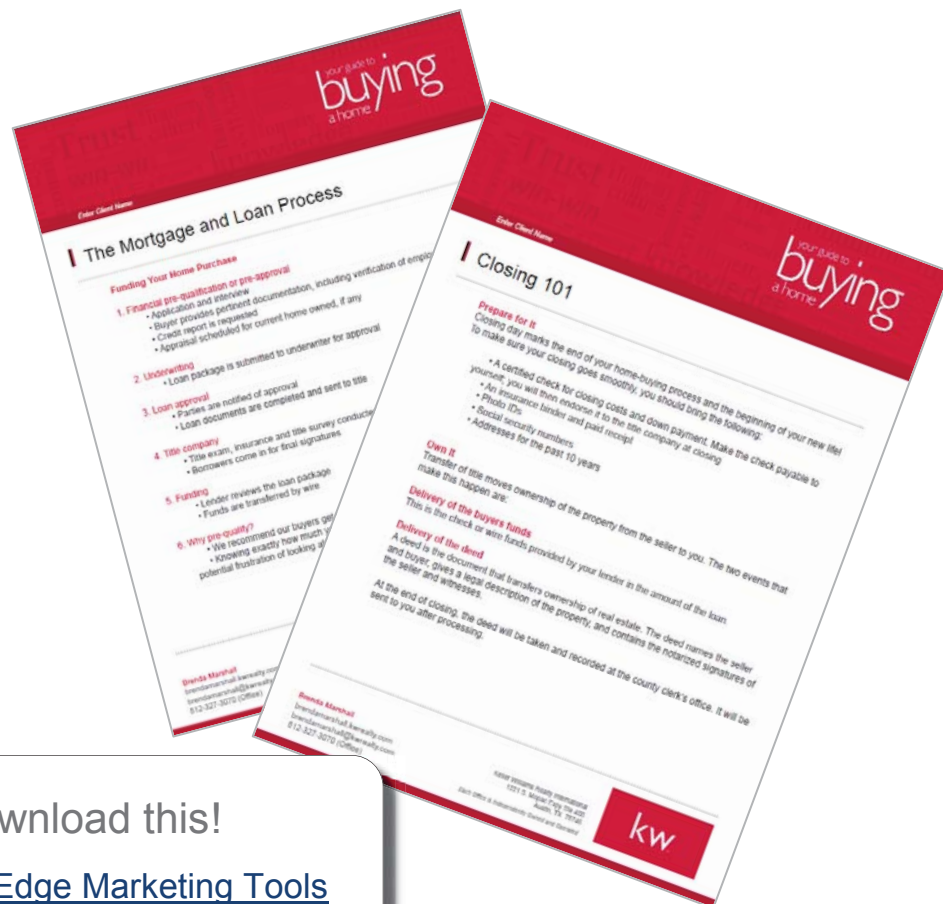
Have you been preapproved for a certain amount?

*Buyer has not spoken with a lender.*

I can recommend three lenders that I know will do a great job for you.

*Buyer asks which one you suggest.*

Well, most of my clients use <your first choice of lender here>.



Download this!

[MyKW→eEdge Marketing Tools](#)

KW Technology eEdge Buyers Guide

## Educate Your Buyer

Educating your buyer is all about discussing current market conditions, and how you will help find a property. You should also be current on the sales activities and trends for your local area.

### The Current Market Script

At the moment we happen to be in a buyer/seller's market. Do you know what that means?

*Buyer response.*

Explain the current market that your area is experiencing.

Are you aware of what is happening with interest rates?

*Buyer response.*

What have you found?

*Buyer response.*

This is what I've seen lately ... explain the current market in your local area.

Right now, on average, homes in your desired price range are selling in \_\_\_\_ days. This means ...

In the market today, on average, homes in your price range are selling at \_\_\_\_% above/below list price.

Also, at the moment, prices for homes are falling/rising because ... explain the reason here.

### TIP

Always know the current interest rates before you go into a meeting.

## Finding Properties Script

A lot of people think you need to look at a lot of houses and that's not true. I need to look at a lot of houses. You don't. My job is to help you find the home you want with the least amount of time and at the price you want to pay. Isn't that what's important?

*Buyer response.*

It is my job to look at and evaluate what is available, screening everything that comes on the market and finding those closest to what you want. Then you will see only the best ones that are a really good fit. How does that sound?

*Buyer response.*

By the way, <buyer name>, research indicates that people who work with a real estate agent, on average, visit approximately six houses before they find the one they want. For everyone I work with, it's often fewer than that because of the preselection I do. How does that sound?

*Buyer response.*

Great! As your real estate agent, it is also my job to look out for your best interest. As you are going about your day-to-day activities, you'll see homes for sale by owner, new construction, and open houses. The best thing you can do is call me when you see anything that interests you so we can get an offer in immediately. I am always happy to call the seller and get additional information for you.



## Part 3—Share Your Value Proposition

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Your Value Proposition tells the customer what you will do for them throughout the process. Use the Value Proposition you updated earlier to explain the benefits to the buyer.

## Part 4—Set Service Expectations

---

This section is where you set expectations for your buyer and find out what they expect from you. It's important to discuss communication preferences so there are no surprises. This is also the time to review your responsibilities as their agent and the buyers' responsibilities (page 131). They will continually come up as you go work with your buyer.

## Part 5—Close for the Agreement

---

Before you close for the agreement, it is also important to explain to your buyer the importance of a signed agency agreement, and how you are compensated for your services.

### **Explain Your Commission Script**

In case you were not aware, my commission is paid by the seller. I work for you, find you the best house, negotiate to get the best possible terms, and someone else pays me. Isn't that great?

### **TIP**

The goal is to set expectations up front and strive for a “10” rating when delivering customer service.

## Single Agency Script

(For states/provinces where dual agency is not permitted.)

State law requires that I explain agency to you. Right now I do not represent you in any way. The only way you can be represented is when you sign an agreement with a real estate broker. A real estate agent can represent either a buyer or a seller, not both in the same transaction. That is good for you because your real estate agent has a fiduciary obligation to only one side of the transaction. Does that make sense? Do you have any questions?

*Buyer response.*

Great. Now, I need you to sign this form that acknowledges I have explained agency to you. Please look over this form, and sign.

## Dual Agency Script

(For states/provinces where dual agency is permitted.)

State law requires that I explain agency to you. Right now I do not represent you in any way. The only way you can be represented is when you sign an agreement with a real estate broker. You can be represented in one of two ways, either in a single agent relationship where your broker represents only you or in a dual agency relationship where the broker is an intermediary for the buyer and the seller. A dual agency situation arises when a buyer is interested in purchasing a property that his or her agent is selling. If that occasion arises, I would need permission from you and the seller to proceed with the transaction. If we did proceed, I would treat both you and the seller honestly and fairly. I would not disclose any confidential information. I could do a market analysis for you; however, you will have to decide for yourself what you want to offer on the house. Then I would

present your offer to the seller without making any recommendation as to whether the seller should accept, make a counteroffer, or reject your offer. Does that make sense? Do you have any questions? I need you to sign this form that acknowledges I have explained agency to you.

*Buyer response.*

Great. Now, I need you to sign this form that acknowledges I have explained agency to you. Please look over this form and sign it.

### **Explain the Buyer Agency Agreement**

Buyer representation is a two-way agreement. It allows us to work together without any hesitation, without any possible conflict of interest, without any division of duties or loyalty. A benefit to you is that if I learn something about the seller that you don't know, I am duty bound to tell you—even if it is confidential information. Make sense so far?

*Buyer response.*

I would really like to continue working with you. Just as you would hire an attorney to represent you in court or you'd hire an accountant to do your taxes, you're hiring me as a real estate agent. Are we at the point in our relationship where you want to hire me so we can move forward with finding a home for you?

*Buyer response.*

Great! You just need to sign this agreement right here. This form allows me to represent you and look out for your best interests when you make a purchase.

### **Buyer Is Unsure**

I sense a little apprehension here. This is what I suggest we do. We sign an agreement for one day. I'll take you out to look at houses. If you ultimately buy one of the houses I show you, you'll buy it with me as your agent. If we don't find the right one, we can extend the agreement and look again or we can call it quits. How does that sound?

### **If They Refuse to Sign**

I understand that we're both in the process of interviewing each other to make sure we have a good fit, and sometimes that means we need to spend a little time together. I'd like a chance to provide the service that you want. If you're not happy with the way things are going, all I ask is that you let me know as soon as possible. Beyond that, we can cancel the contract.

### **They Still Won't Sign**

< Buyer name>, I appreciate your decision. Since I can only work with buyers who work exclusively with me, I'll have to just wish you luck in your home search. Thank you for coming in to meet with me today and please let me know if you change your mind.

## Activity

### Master the Buyer Consultation Objections

Objections are buying signals! Familiarize yourself with the common objections, on page 93. Watch as your instructor role models how to respond to common objections.

Then, team up with your partner again and take turns practicing the common buyer consultation objections.

**Time:** 10 minutes

### TIP

Regardless of what the buyer says, these scripts will help you craft a response that will help you to handle any objections.

## Part 6—Establish Next Steps

---

Now you have the agreement and are ready to start working with your buyer. Before you part ways, do the following:

1. Ask if they have any other questions.
2. Establish the best way to stay in contact.
3. Ask for a referral.
4. Confirm criteria for the house.
5. If the buyer needs to sell a house first, offer to do a CMA.
6. If buyer still needs to speak with a lender, remind them to send over the preapproval letter. Once you have this, let them know you can proceed to the next step.
7. Set the next appointment.

### Referral Script

I will work hard to make sure that you are delighted both with the buying process and your purchase. I would be happy to help any of your friends or family who are wanting to buy or sell a home. Do you know of anyone that may be in need of my services?

Once you have all of the details that you need, end the appointment on a high note.

### “End on a High Note” Script

<Buyer Name>, Thank you very much for meeting with me today. I’m looking forward to finding your perfect house/property as soon as possible! In the meantime, make sure to send me your preapproval letter (if applicable), and I will follow up with you in the next few hours/day/two days with a list of the best properties that meet your criteria, so we can go take a look at them. If anything comes up or if you have any questions before then, please let me know.

## Update Your Activity Tracker

Congratulations! You have completed the buyer consultation and gotten the Buyer Agency Agreement signed. Now it's time to find your buyer a home. Before you do that, update your activity tracker with your results.

Weekly Activity Tracker						
Week of: mm/dd/yyyy (write in date)						
	Mon	Tue	Wed	Thu	Fri	Weekly Totals
Number of new leads that came in?						
Hours spent on lead conversion?						
Number of leads you contacted? <i>(Actual conversations with old and new leads)</i>						
Number of appointments set? <i>(Old and new leads)</i>						
Number of appointments completed today?						
Number of appointments that signed an agreement?						
Number of signed buyers that went under contract?						
Number of signed buyers that closed?						
Number of repeat/referral business leads?						

## Section Overview—Step 3: Buyer Consultation

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1. Provide customer service every step of the way.
2. Conduct the buyer consultation.
3. Master the scripts!
4. Update your activity tracker daily.

### Your ONE Thing

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*What is the **ONE** Thing that you could do right now—in the buyer consultation—to make everything else easier or unnecessary?*



## Next Steps

*You've successfully navigated through the buyer consultation, handled objections that came up, and secured a new client! Now you have to find them a home ... fast!*