Buyer Interview

OPENING

- My goal is to help you find just the right home and to make your move as smooth as possible. To help me do that, may I ask you some questions? Is it OK if I take some notes?

PERSONAL INFORMATION

- Could you tell me a bit about yourselves?
- Family?
- Work?
- What do you do for fun?
- If you could live anywhere, where would that be?

EXPERIENCE

- Do you currently own a home or are you renting?
- How long have you lived there?
- How many homes have you owned?
- How long have you been looking?
- How many homes have you seen?
- Have you seen any homes you liked?
    - Yes: Why didn't you buy the one you liked?
    - No: What are you looking for that you haven't found?
- Have you recently bought any real estate in Colorado?
    - I've prepared a packet of information for you to take with you. It will help you understand the buying process. It will also help you if you can take the time to review these documents before we find your home. Will you be able to do that? *(Briefly show what is in packet.)*
- Will you be financing part of the purchase or will you be paying cash? *If they are financing:* Have you met with a lender and been pre-approved for a loan?
    a. Yes: Do you have your paperwork with you?
    b. No: We'll need to get started on that right away. Would you like me to help you with that?

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URGENCY

- How soon would you like to be moved?
- Why is that an important time frame for you?
- How would your plans be affected if you moved earlier or later?
- What would happen if you didn't find a home by then?
- If we found the right home today, what would you do?
- Is there anything you need to resolve before you purchase a home?
- Will anyone else be involved in the decision to purchase?
- Will anyone be offering financial assistance?
- *IF THEY ALREADY OWN A HOME*
    - Are you able to buy another home without selling your present home?
    - Would you like to buy first or sell first?
    - What would be a more comfortable extreme: owning two homes or owning none?

NEEDS AND PRIORITIES

- Of all the things you're trying to accomplish in this move, what is the most important?
- In your current home, what are the things about it that you like the best? Why?
- What is your favorite room in a home? Why?
- How large of a home did you have in mind? Why?
- What style of home did you have in mind? Why?
- Help me visualize how you'd like your next home to look.
    - What are the most important features to you? Why?
    - What are the three things you can't live without? Why
- FAMILY: Considering everyone who will live in the home, what requirements do they have?
    - What hobbies and leisure activities do we need to consider? Pets? Schools?
- Do you have any special furniture you would like to accommodate?
- How do you feel about doing decorating or repairs on a home?
- How do you feel about buying a brand new home/Townhome?

FINANCIAL QUALIFICATIONS

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Buyer Interview

- What price range did you have in mind?
- How did you decide on that amount?
- How much over that amount would you be willing to go if the home was really appealing to you? (needed for search criteria)

THEIR PROCESS (if they've bought before)

- The last time you bought a house, could you tell me about the process you went through to find that house?
    - How did you start looking?
    - What did you do first? What were the steps you went through?
    - Did anyone help you make the decisions?
    - From the time you started, how long did the whole process take until you found the house?
    - Did that process work pretty well for you? Is there something that you would do differently if you had it to do over?
    - Are you comfortable more or less using that same process to purchase this home?

YOUR PROCESS: EXPLAIN

- Multiple Listing
- Procuring Cause – Go over disclosures
- Homes vs. Townhomes
- For Sale by Owners
- Loyalty
- Explain how you are going to select and show them homes (funnel process)
- **My goal** is not to sell you something. My goal is to help you buy a home that is right for you
    - One of the ways I can tell if you like the home is to ask you if you would like to buy it. Will that be OK with you? – Or if the home sells tonight, will you be ok with that?
    - If the first home we look at is the right home, will you be OK with that?

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