The 5 Stages of the Buyer Interview

1. The Greeting ⟹ **Interaction**
2. Review of Qualifying Questions ⟹ **Engagement**
3. Uncovering The Client's Needs & Expectations
4. Review of The Client's Needs & Expectations

} **Connection**

5. The Buyer Presentation

PROQUEST TECHNOLOGIES

Caramanico Maguire Associates, Inc.
Sales Force Development Experts

Pre-Qualifying Questions to Ask Every Buyer Lead Before an Appointment is Confirmed

1. Is there a particular reason you are considering a move?
2. What locations are you considering?
3. Are you currently working with another Agent to whom you are committed?
   If "yes" end the call!
4. How long have you been looking?
5. Have you seen any homes so far that you really like and would consider buying?
6. Do you have a home to sell, or are you currently renting, living with family, etc.?
7. What style of home do you prefer?
8. What features do you desire in a new home - i.e. how many bedrooms, baths, etc.?
9. Do you have any special requirements or "must haves" in your new home?
10. How soon were you hoping to buy a home? Why is that time-frame important to you?

Once the appointment is confirmed, move on to THE PRE-QUALIFYING QUESTIONS TO ASK EVERY BUYER LEAD AFTER AN APPOINTMENT IS CONFIRMED

PROQUEST TECHNOLOGIES

Caramanico Maguire Associates, Inc.
Sales Force Development Experts

Pre-Qualifying Questions to Ask Every Buyer Lead After an Appointment is Confirmed

Remember:

Once the Prospect has confirmed the appointment, he/she has given you permission to ask for information.

Transition Script: ***Mr/Mrs/Ms _____, I'm really looking forward to meeting you on _____, at _____. Before we end this conversation, would you be kind enough to answer just a few more questions for me, so that I'll be better prepared for our meeting?***

1. Will all the decision makers be present for our appointment?
   - (If not schedule a time when all parties can be present)
2. Do you know what price range home you are looking for? How did you decide on that number?
3. ***If they have a home to sell:*** What do you believe is the value of your present home? How long have you lived there? Are you able to buy another home without selling your present home? Would you like to buy or sell first?
4. What monthly payment are you comfortable with (all inclusive PITI)? How did you decide on that amount?
5. How much cash (including equity in your home, if applicable), have you set aside for the purchase of your home?
6. Will anyone else be offering you financial assistance with your home purchase?
7. As far as you know, do you have issues with your credit rating that need to be addressed?
8. Have you been pre-approved for a mortgage? If so by what company?
9. If you were to **(hypothetical)** find a home you really loved tomorrow, are there any issues that would prevent you from moving forward with the purchase?
10. What are your expectations of an agent you choose to work with?
11. What are the specific services that you want from a Realtor?
12. Do you have any final questions that you want me to answer before we meet?

Note: If a prospect disqualifies himself/herself at any point during this second stage of asking questions, politely cancel the appointment and end the conversation.

PROQUEST TECHNOLOGIES

Caramanico Maguire Associates, Inc.
Sales Force Development Experts

Questions to Ask to Uncover
The Buyer's Needs and Expectations

1. What could we do to make this a good meeting, and well worth your time?
2. What are your goals?
3. What are your greatest needs and concerns in this move?
4. Why are you planning to move now instead of later?
5. What are the best and the worst features of your current home and location?
6. What requirements do you have for your new home - i.e. Schools, Transportation, Amenities, etc.?
7. What locations are best for you? Why?
8. How many homes have you already seen? What prevented you from buying one of those?
9. What information do you need in order to make a decision?
10. What are your expectations of the Realtor that you hire?
11. What is your biggest concern?
12. How will you make your decision on which Agent to hire? What is your process?
13. What criteria do you need to evaluate to make a decision?
14. Is there anything else we need to talk about today?

If I can provide _____ and _____, will we have a basis of doing business together?

Mr. and Mrs. Buyer, if you're convinced that I can provide _____ and _____, are you prepared to hire me as your Agent this evening?

PROQUEST TECHNOLOGIES

Caramanico Maguire Associates, Inc.
Sales Force Development Experts

The 8 Stages of Your Buyer Presentation

1. Defining Your Role
2. All Agents are Not the same.
3. Local Market Trends and Pricing
4. Financing and Mortgage Loan Approval
5. Finding and Buying a Home
6. Exchange of Commitments
7. Review and Sign The Paperwork
8. A Post Close and Counseling Segment

PROQUEST TECHNOLOGIES

Caramanico Maguire Associates, Inc.
Sales Force Development Experts