

The Complete Buyer's Agent Toolkit

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The Complete Buyer's Agent Toolkit



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What's In This Resource

Simply, everything you need to work with buyers successfully as a buyer's agent.

Here's our **Six Step Sales System**, with all the checklists, processes, and systems included so you can use the System immediately:


How This Resource is Organized

To make it easy for you to create a Buyer's System, I've organized this resource into 3 sections.

1. The Six Step System Explained

First, I'll talk you through the 6 steps to a successful buyer transaction. This is your System. I'll refer to the packages you'll create to guide you in each part of the System. In this resource, these are Sections 1-6.

2. The System's Packages and Checklists

The second part of this resource consists of the packages and checklists referred to in the Six Step System.  These are also on your document CD and your PowerPoint Presentation. In your resource, these are Sections 7-11.

3. Your Sales Resources

Thirdly, here are some additional resources for you.

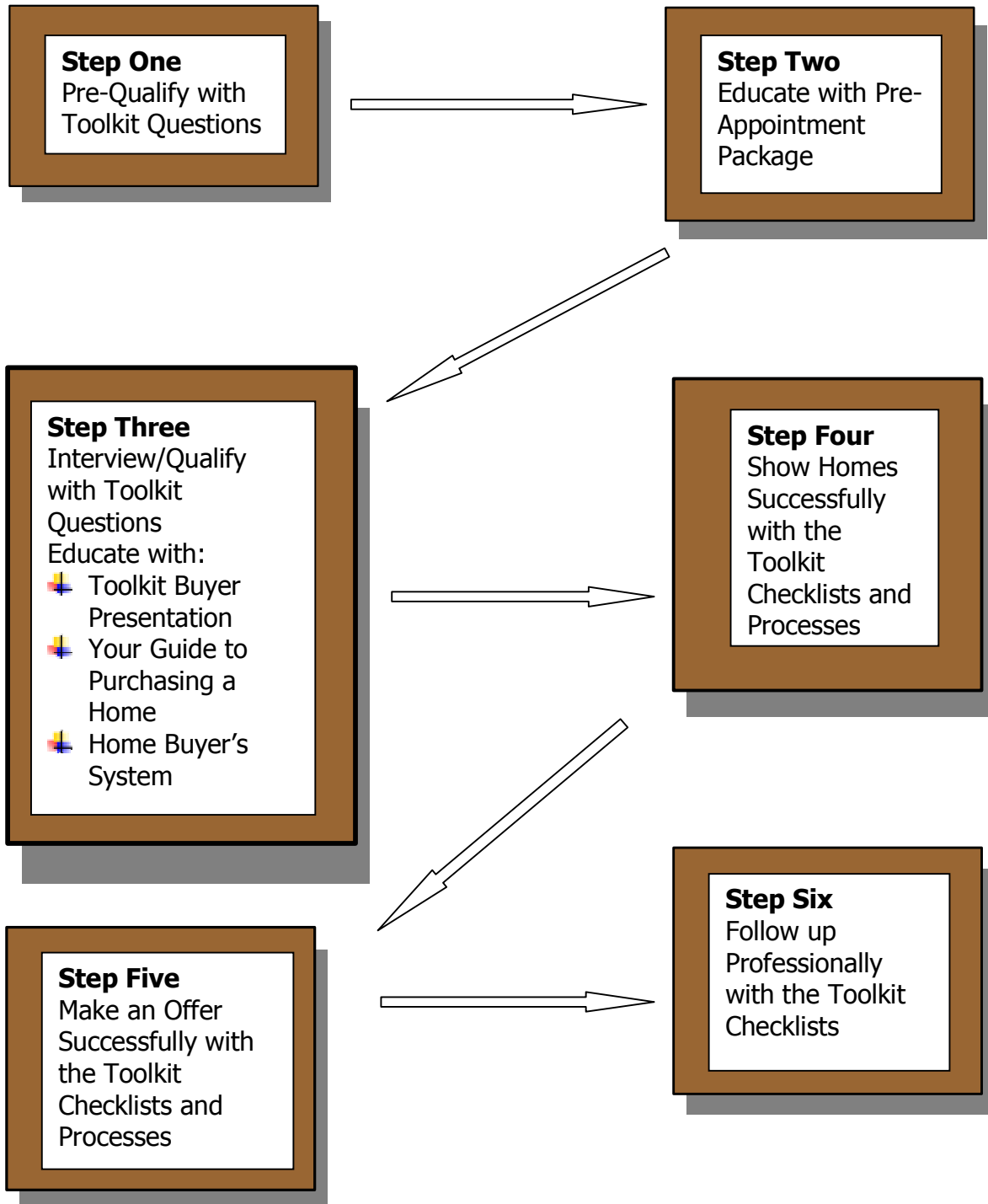


A Feature in this Toolkit: Frequently Asked Questions

To make it easy to see how to customize and use this Toolkit, I've created sections called "frequently asked questions". I hope this makes it quick and effective for you to see the flexibility and usefulness of the Toolkit.



Your Six-Step Sales System



5 Packages in this Toolkit

25 Checklists and Processes

Here are the resources and packages in this Toolkit, ready for you to use immediately:

Getting Started Now

Shows you how to start using this tool immediately.



Pre-Appointment Package

On a document CD, there is a list of materials you can use, and several ready-to-use checklists.



Purchasing a Home



For your qualifying interview. On a CD, you can customize this presentation immediately and use it today to present to buyers.

PowerPoint Presentation

On a document CD, it is ready for you to customize and to use immediately with buyers, to educate them and raise your value to them.



Your Guide to

Home Buyer's System

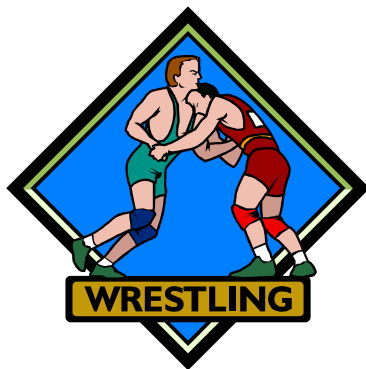
On a document CD, this package is ready for you to customize and use immediately to get loyalty with buyers.



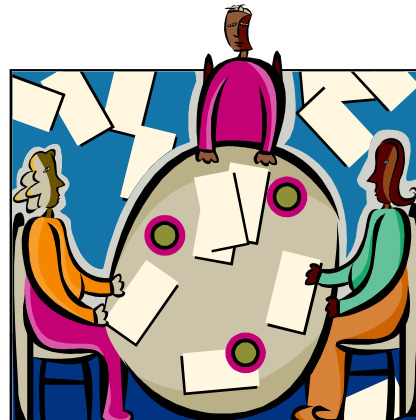
In this Toolkit: The *Consultative* Approach

We want to help you build the strongest, most cost-effective business possible. So, we're teaching the approach that gets you just that. We call it the "consultative" approach. We want you to sell homes to people in a way that you create 'clients for life'. We want to help you create buyer loyalty and provide such invaluable service that buyers say "I don't know what I would have done without you!"

What is a 'consultative approach? According to the dictionary, to 'consult' means to "seek information from". A 'consultant' is "one providing professional advice". This is a different approach from the traditional, old-style sales approach that taught a salesperson to talk a lot about all the wonderful features of a product or service, get a 'yes' from the buyer, and keep handling objections to a 'close' (the buyer finally gives up and says 'yes'). In this old-style approach, the salesperson didn't ask many questions of a buyer. She just attempted to sell the buyer whatever she wanted the buyer to buy. (You may have experienced that kind of salesperson!).



Old-Style Sales Approach



Consultative Sales Approach



The Actions of a Consultative Salesperson

Here are the actions and systems a consultative salesperson uses to create long-term referral and return business. Each of the actions below has coordinating checklists and systems in this Toolkit to make it easy for you to act as a consultant. The consultative salesperson will:

1. Introduce himself with the *Pre-Appointment Package*, including his mission, resume, and approach prior to the consultative meeting, to start educating the buyer in this agent's approach. If possible, he'll provide his Professional Portfolio to further show buyers how he works, prior to the consultative meeting. (See Section 12, Resources, for information on creating a Professional Portfolio, also, see Section 1 and 2).
2. Continue his consultative approach in the consultative meeting, by educating the buyer in a planned presentation, asking questions and probing to get to the real buying needs. He'll provide *Your Guide to Purchasing a Home* to buyers during the consultative meeting to assure all bases are covered. He's proving he's organized, professional, and valuable to the buyer. To stay on track during the consultation, he'll use either the *PowerPoint Presentation* (see CD #3) or the *Agent's Guide to the Consultative Interview* (Section 3).
3. Ask for loyalty and/or a Buyer's Agency Agreement prior to showing homes, to assure mutual expectations. If the clients agree to work only with this agent, he will provide his exclusive buying package for buyer. This is *The Home Buyer's System* (Section 3).
4. Continue the consultative approach by planning the tour carefully. After the tour, consult with the buyer to 'narrow the field'; work together to find the right home for the buyer. (Section 3 and 4). Use the consultative



approach in planning the negotiation with the buyers; educate them on market trends and strategies to get the best home for them on the most favorable terms. (Section 5).

5. Present a well-planned purchase and sale negotiation, keeping the buyer informed each step of the way. (Section 5)
6. Follow the transaction from mutual acceptance to close, keeping all parties informed in a timely manner. (Section 5)
7. Create an after-close marketing plan to implement a 'client for life' program. (Section 6; also, see the Resources Section 12).



What this ToolKit Will Do for You

Buyers today are more educated and sophisticated than ever before about the home buying process. They expect organization, systematization, and professionalism. This Toolkit will provide these to you. Today, there are swelling ranks of new agents—more than ever before. Unfortunately, though, there are few tools available to agents to raise them to the expectations of these savvy buyers. Not only that, the experienced agent comes from a world of seller representation. Even though many agents represent themselves as 'buyer agents', my experience is that they aren't really operating in the world of the true buyer agency. How do I know? I wrote the consumer book, Buyer Beware: Insider Secrets You Must Know Before You Buy a Home. In this book, I advise buyers to find and interview potential buyers' agents. Consequently, buyers called and emailed me to tell me of their bad experiences trying to find—or work with—a buyers' agent. Many mentioned that, although agents represented themselves as buyers' agents, they were, in fact, representing sellers. So, heads up!

Excerpted from Buyer Beware

As I was creating this resource, I thought you should know the advice I gave consumers when I wrote Buyer Beware. So, I've included some of it here. For instance, in Section One, I've shown you

The 5 preliminary questions consumers should ask agents to screen them

In Section Two, I've shared with you

The 17 questions and evidence consumers should ask and see to qualify an agent

Did I Ever Hear from Agents!

Not only did I receive dozens of emails and phone calls from consumers after I



wrote this book, I heard from dozens of agents. And, all the comments from agents weren't positive! Agents complained that the standards I suggested to the consumers were too high. The agents said they didn't think they should have to qualify for the job. Now, put yourselves in the consumers' position. (You've been there—every time you've had to deal with someone incompetent). How did you feel? Did you think well of the company? Of course not.

So, I'm sharing these standards with you so you can prove your competency to the consumer—and win those wars of competition. You don't even have to meet all the standards. All you must do is to recognize the consumer has higher expectations than many agents want to believe. Answer those expectations in a straightforward, 'consumer-focused' method. Taking that attitude wins you enthusiastic evangelists for life—and that's what you're working toward.

Creating your 'Value Package' as a Buyer's Agent

To demonstrate their value, listing agents have pre-list sellers' packages and written seller presentations. They present a written marketing plan to the seller. (If you don't have these, see Your Client-Based Marketing System). So, it makes sense to do the same with buyers. To earn your buyer's agent commission, you should be as organized and systematized with buyers as you have been with sellers. However, many agents who represent themselves as buyer's agents haven't created a 'value package' for buyer representation.

What Becoming a Top-Notch Buyer's Agent Will Do for You

Make you money faster and gain you evangelistic buyers—who will refer others to you!

As a new agent, I did much more business with buyers than sellers. Why?

Because it was easier for me to find buyers than to list sellers! As I developed my business, I found I liked working with buyers so much that I continued to



create 65% of my business consistently with buyers. I also found that buyers are a better source of referrals, since they stay in the area. In addition, because I spent so much time with them looking for homes and counseling them, I got to know the buyers very well (sometimes better than I wanted to know them!). So, they became our family friends, and sent me many referrals over the years. I learned first-hand the benefits, long-term, to working with "buyers for life".

However, when I became one of the ten top agents in a company of 400, I was one of the few who did so by working the majority of my business with buyers. I felt my company gave much greater acknowledgment to listing agents than to selling agents. It was just the way it was, then. It's still not too much different now, even though the market is driving toward buyer agent specialists.

I'm writing this system to help agents create a tremendous value package for the buyers they represent. I'm convinced this value package will assure that an agent--and a company--will not only be in business in the future, but will thrive.

What this system is not. This system does not try to explain the agency laws in any state, or to identify agency trends in any state. I could not possibly give you the specifics of agency laws, nor keep them up to date. Instead, I urge you to read every publication your state or company provides on agency considerations where you live. Attend workshops provided by your state licensing agency and company. Get your Accredited Buyer Representative (ABR) designation through taking the two-day course sponsored by the National Association of Realtors. (Also, for brokers, there's a one-day course for managing the process of buyer agency representation).

